

Destination Management Plan for the Inlay Lake Region



MINISTRY OF HOTELS AND TOURISM
THE REPUBLIC OF THE UNION OF
MYANMAR

Tourism Survey Report: Results and analysis from a comprehensive visitor survey conducted in March 2014



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1. Introduction

This survey report forms part of the Inlay Regional Tourism Destination Management Plan (RTDMP). The RTDMP provides analysis of the region and suggests innovative and integrated approaches of sustainable destination planning and management for the area. The natural environment, the cultural heritage, the local population, local businesses, secondary industries and domestic and international tourists must all benefit for tourism operations to be considered sustainable. Therefore the RDTMP is about working together through research and education in order to better understand tourism dynamics in the region. In line with operational procedures, MoHT, MIID, and ICIMOD organised this survey project in collaboration with local partners in Inlay area, targeting international and domestic tourists. A research training workshop with over 50 participants was conducted, after which 16 people were appointed as local researchers to conduct the questionnaire interviews with tourists. The survey was held at the end of March 2014 in six popular tourist locations: around Inlay lake, as well as in Nyaungshwe, Kekku, Taunggyi, Kalaw and Heho airport. This report presents the data obtained through the use of two questionnaires, one in English language for international tourists, and one in Myanmar language for domestic tourists. The questionnaire was administered to 1719 travellers. The aim of the survey was To examine tourist perceptions of Inlay as a tourist destination.

Objectives

- (1) To collect **demographic data** about international and domestic tourists visiting Inlay region.
- (2) To provide an overview of domestic and international **tourism demand for Inlay region**, including travel motivations, destinations visited, preferred accommodation and mode of transportation, information sources used, length of stay, as well as satisfaction levels of visitors.
- (3) To understand similarities and differences between **international and domestic tourists** visiting the Inlay region.

The present report explains the methods employed, discusses the results received, and provides recommendations for future actions. The order of the objectives is used as a guide to present the data. A profile of respondents constitutes the first part of the report and relates to Objective (1). This is followed by the results relating to Objective (2), including data about where international versus domestic tourists go, what they do, how much they spend, and what they like and dislike about the area. Objective (3) forms the final part of this report as it compares foreign and Myanmar national tourism behaviour to provide a more nuanced understanding about their developmental needs. The purpose is to understand the tourism behaviour of foreigners versus Myanmar nationals and what this means for future sustainable tourism development which aims to benefit a wide range of local stakeholders, including both hosts and guests.

2. Background

The RTDMP is a destination management and development strategy that aims to create opportunities through sustainability. Surveying tourists was part of achieving this, not least because recommendations on sustainable tourism should be backed up by data that provides a deeper understanding of tourist behaviour. Such data can identify many things, including niche markets and distinctive regional products. Destination marketing and management are also a vital aspect in this regard. Yet tourism data is scarce in Myanmar, and Inlay region is no exemption despite being one of the most popular tourist destinations in the country. There is a distinct need to collect data to better understand the environmental and social impacts of tourism, what local stakeholders think the destination should develop and why, and why visitors come and visit the area. The latter is a gap this research report aims to fill.

The wider Inlay region possesses both immense challenges and great advantages for the future sustainable development of tourism in Myanmar. With its cultural diversity and landscapes the region is already one of the top four most popular tourist destinations in Myanmar. However, over



the past decades a deteriorating health of the lake and the surrounding hills have turned into extremely serious environmental challenges. The expanding tourism industry now faces the difficult task to develop **sustainably** in order to preserve the very reason of why tourists come to the area in the first place. Without considering the needs of both hosts and guests in

tourism destinations, sustainable tourism development will not be successful in the long-term. Thus the goal of the survey was to specifically focus on what tourists wanted and expected from their visit to the area, whether they were satisfied, and what aspects of the destination needed improvement.

It was also aimed to understand whether visitors value green credentials in tourism. The environmental problems in Inlay are accelerating, yet the natural environment of the lake is the main drawcard of the destination. Any unsustainable development in the future will tarnish the current positive image of Inlay as a tourist destination. In order to plan for sustainability, it is important to understand what kind of people visit the area, and what they may think of sustainability in the context of tourism.

3. Methods

3.1 Staff training and team organisation

All survey team members gathered in mid-March 2014 in Nyaungshwe for a five-day meeting. The participants learned about the RTDMP project and gave feedback during the first two days of stakeholder consultations. This was followed by a three-day research training workshop. The participants were all involved in the tourism industry as local tour guides, so they had experience with foreigners. The



training was a combination of lectures, group work and presentation of outcomes. The group work, aimed at the participants' personal opinions, began with a discussion about what tourism research questions they themselves would like to focus on, if they could. What should be researched about tourism, and why?

Each group proposed different research topics, explained why this was important, and described how they would go about answering their research question. This was based on the lectures throughout the day, which covered the following: 1) What is research and why is it important?, 2) What is a research paradigm?, 3) What is research methodology?, 3) The research process, 4) Qualities of good research and a good researcher, 5) Ethics of research, 6) Survey design, and 7) Piloting your research. Then the prepared Inlay questionnaire was introduced. A role-play proved

to be particularly useful in explaining a 'typical interview situation'. The role play showed them - in a humorous way - how to react in potentially 'difficult' interviewing situation. None of the participants had ever conducted a survey before, but the pilot survey and the role-play prepared them for eventualities. Designing their own little research project proved to be very inspiring for the researchers to understand the value of scientific social research.

3.2 Pilot Testing

It was essential to pre-test the questionnaire in order to minimise misunderstandings, to identify errors in design and to ensure validity of data. The team pre-tested the questionnaire twice, firstly in Naypyitaw with the members of the Project Advisory Committee (PAC) in mid-March, and secondly during the consultation workshop with stakeholders in Nyaungshwe. After collecting feedback from the pilot tests, alterations of the original questionnaire were undertaken, including the wording of some questions, the removal of one and the addition of two new questions. The corrected questionnaires were printed during the training of researchers.

3.3 Sample Size Calculations

At the beginning of the project we determined how many people should be interviewed in order for the survey results to adequately reflect the target population. It was calculated what confidence interval and confidence levels the project could aim for. In order for the survey to stand at a 95% level of confidence (or 5% margin or error) with a confidence interval of 3, drawn from a population of 200,000 tourists per year visiting Inlay area, a sample of 1061 was needed. It was therefore our aim to conduct at least 1061 interviews when we started the research project. The final sample size of 1716 questionnaires far exceeded our expectations. Statistically, due to our sample size, the data is at a margin of error of 3% with confidence intervals of 99% (The sample size calculator, Creative Research Systems¹).

Determine Sample Size
Confidence Level: 95% 99%
Confidence Interval: 3
Population: 200000
Calculate Clear
Sample size needed: 1061

Find Confidence Interval
Confidence Level: 95% 99%
Sample Size: 1716
Population: 200000
Percentage: 50
Calculate Clear
Confidence Interval: 2.36

¹ <http://www.surveysystem.com/sscalc.htm#one>

3.4 Sampling

Sampling was necessary as it was not possible to interview all tourists who were visiting Inlay lake and surrounding hills. Due to impracticality, cost and time issues, a sample was selected based on the non-probability sampling approach, which offers a variety of techniques. The sample selected was a convenience-based sample and the interviewers were advised to select respondents who were easiest to obtain until a suitable daily sample size was reached. Given the size of the sample and assessments of their tourist profiles, a broad representation of domestic and international tourists visiting Inlay region was aimed for. The final sample size was a matter of judgement rather than calculation.

3.5 Data Collection

Two separate questionnaires were developed, re-viewed, pilot tested and amended. The questionnaires were formulated in English and translated into Myanmar, resulting in four pages in English and five pages in Myanmar language. All survey staff who conducted the interviews were



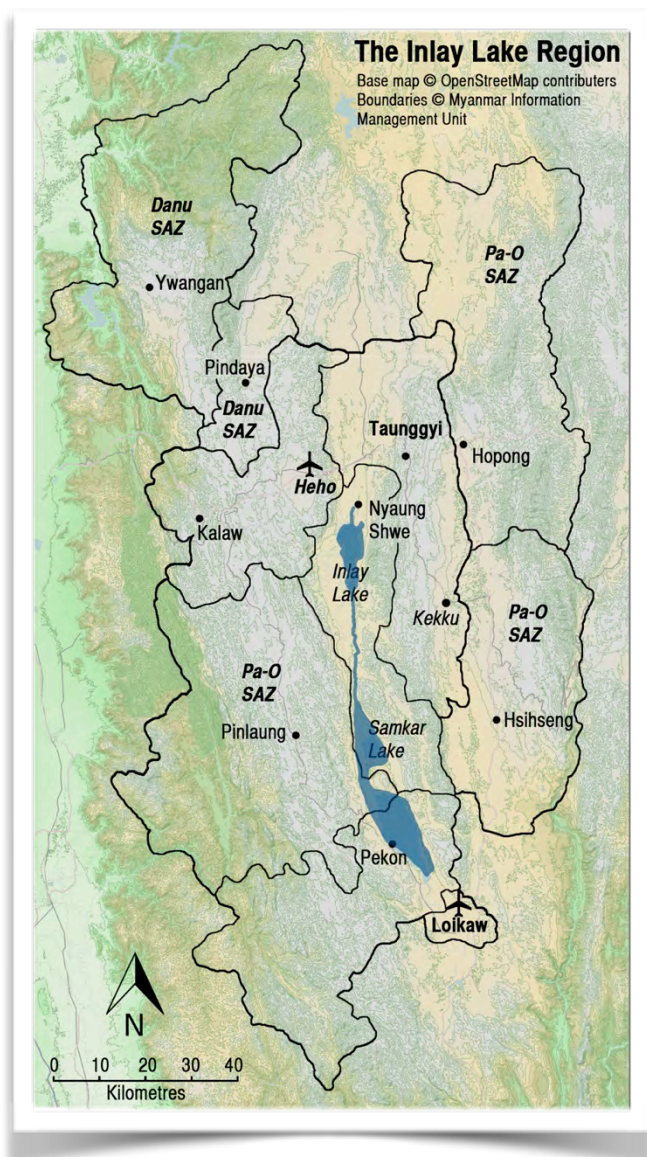
native Myanmar speakers and fluent in English. The researchers were to approach the interviewees, introduce themselves and the survey, and politely ask whether the visitor would have time to participate in the research project. Anonymity was assured, and it was clarified that the information gathered would be used for statistical purposes only. To administer one questionnaire took about 15 minutes.

The research team obtained permission to conduct the survey at Heho airport, around some monasteries in Taunggyi, in Kekku and in various destinations along the lake (pagodas, restaurants, shops). The researchers were introduced, and it was explained why the visitor's participation in the survey was vital for the success of this project. The purpose of the study was clarified and it was stated that the data gathered would be used in aggregated form only and that no-one would be identifiable. The questionnaires were shared with the administrators of the tourist destinations sites and permission was received at nearly all requested sites.

3.5.1 Survey Implementation

A preliminary visit to the research sites was conducted in mid-March before the survey training commenced, during which agreement and planning for the survey was undertaken. Permission to conduct the survey with tourists at Heho airport was arranged with the assistance from MoHT. Research sites also included the pier in Nyaungshwe for example, popular restaurants, monasteries and shops around Inlay lake, and the centre of town in Kalaw. Mostly domestic tourists were interviewed in Taunggyi, Kekku and Inlay lake, while internationals were mostly found in Inlay, Kalaw, Nyaungshwe and Heho airport. Two research team leaders were supervising and assisting the local interviewees during the entire research period.

Map 1: Destination Inlay and surrounding areas



The Inlay Lake region is home to an estimated 1.4 million people in an area over 19,000km (7,340 square miles) covering a hilly and plateau landscape populated by diverse ethnic groups.

Located at the south western corner of Shan state, it is the centre of Myanmar's tourism industry. At the heart of the region is Inlay lake, home to unique cultures living traditional lives. The region itself is at the heart of Myanmar, almost centrally located in the country.

The survey was undertaken in the following areas:

- Taunggyi
- Kekku
- Nyaungshwe
- Inlay lake
- Heho airport

3.5.2 Survey Response

The final number of questionnaires administered to tourists totalled 1716. Of those, 1657 usable questionnaires were identified. Of the 59 questionnaires that were deemed unusable, most

provided only very little or incorrect data. They were excluded from the analysis. Overall it can be said that the high response rate to this survey clearly supports the chosen method.

3.6 Limitations and Biases

Although it was intended to minimise issues relating to the validity of data, the nature of any research project, be it quantitative, qualitative or both, brings with it a range of limitations, biases and constraints that come with the chosen research method. Being aware of and acknowledging these issues increases the accuracy and reliability of the research findings. The following aspects emerged during the research project and have to be taken into account when interpreting the data.

Financial and time constraints have influenced the study method. For instance, the duration of the questionnaire could have been expanded, and a separate questionnaire could have focused solely on the local stakeholders. However, the RDTMP team decided to conduct all local stakeholder consultations qualitatively (with interviews, focus groups and meetings), and to research tourists with a quantitative questionnaire. As a more than sufficient sample size was reached within 10 days, an extended questioning of tourists was unnecessary.

Some selection biases might have occurred. For example domestic tourists, who visited Inlay area during the time of the survey may not be representative of the general public of Myanmar. It is unknown what percentage of the Myanmar population can be classified as domestic tourists, but it is believed that only a fraction of the Myanmar overall population can afford to travel at all. Thus the results do not assert representation of the general public of Myanmar; instead the data aims to provide a broad snapshot of Myanmar domestic tourists undertaking journeys to Inlay and surrounding hills.

The time of questionnaire distribution could have influenced the research outcome. It was an interesting period to conduct a survey in Myanmar because the first census in 30 years officially began the day after the tourism survey was finished. During the training of researchers, the question came up about whether Myanmar domestic tourists were already uncomfortable with the prospect of the census, and could therefore be more difficult to access as respondents for the survey. The fact that a survey like this had never been conducted before, coupled with the observation that the census was viewed with suspicion by some, introduced difficulties about gaining trust as a researcher. During the survey itself it turned out that it was more difficult to gain trust from the Myanmar public than from the international tourists. The interviewers experienced it being easier to reach international tourists. Some domestic tourists seemed uncomfortable about how their information would be used. Sensitive questions, for example, included expenditure questions for government workers. Although the content of the survey is not overly

personal and anonymity was guaranteed, the topic might have introduced bias as it could have been sensitive to some respondents.

Some of the respondents mentioned cultural differences in interpreting question styles used in the questionnaire. For example it was strange for some Myanmar people to answer Likert scale questions, in which they were presented a set of statements and were asked to indicate their level of agreement or disagreement between 1 and 5. Arguably providing nuances of disagreement may not work so well in the wider cultural context of Myanmar, where things are often seen as either good or bad, or black or white. Answering this question was therefore difficult for some respondents. Others complained about the length of the questionnaire, saying it was too long. Questions in relation to age and daily expenditure raised eyebrows with some respondents, to which they were reminded that they could decline answering any question if they wished.

Boat drivers take tourists to sites and attractions around Inlay lake and sometimes try to maintain control over how long tourists spend at one place before moving to the next. Some of these boat drivers did not allow the researchers to approach 'their tourists' as they would usually remain a long time at one shop if tourists buy a lot, and only a short time if tourists weren't buying much. When asked whether they could interview the guests, some researchers were told by some boat drivers that tourists would be distracted from shopping if they participated in the survey, thereby reducing the commission of the boat driver from the shop, and by implication the next shops that lay ahead of the journey. In such incidents the researchers simply thanked them and moved on. There were a few tour guides leading large groups of tourists around the lake, who said they did not understand the purpose of the survey and declined when approached by the researchers who asked for permission. Some of them advised 'to do more, speak less' and some were dismissive of NGO work. As the surveyors had been prepared for such eventualities during the research training, they kindly thanked them and moved on.

These peripheral incidents were the minority. Most respondents were very supportive of the research project, particularly because the surveyors attempted to be aware of the potential bias that can occur during interviewing. Overall most respondents were very pleased about participating in the project and congratulated the local surveyors for their great effort.

3.7 Data Management

The data was entered, copied and stored in three separate data files, corresponding to a) Myanmar tourists, b) international tourists, and c) international and Myanmar combined. Each questionnaire was assigned a unique ID number based on the location of the survey. The analysis process was undertaken with SPSS and Excel, and several analysis methods were utilised.

The data needed some cleaning to make it more usable for analysis. This data clean up was necessary to create pivot tables for example, which show the results of variables combined (e.g. origin and where tourists stay). The data clean up included:

- Combining both datasets (Myanmar and international tourists).
- Rephrasing Nationalities so that Excel and SPSS could recognise the data properly (e.g. always listing a country the same way, always Netherlands (not Holland or The Netherlands)).
- Making prices comparable by converting between Kyat and USD. Conversion rate 1USD=970 MMK.
- Separating question one into two columns (because it is really two questions).
- Removing the questionnaire results coloured in red (insufficient data), but keeping it for reference.
- Changed all answers of ethnicity to "Myanmar" for the nationality question.
- Added a Continent of Origin column.

3.8 Ethics

All participants were informed that they could decline any question at any time, that the data obtained was confidential and used for statistical purposes only, and that no-one would be identifiable. The aims and objectives of the survey were discussed and agreed with members of the Myanmar Ministry of Hotels and Tourism, the District and Township administrations, and the various stakeholders at the research locations. Information and purpose of the survey were presented to the tourists before commencing the survey. Only after permission was given the survey proceeded. If agreement was given, the researcher presented the questionnaire to the respondent. Sometimes respondents preferred to fill out the survey themselves, so the researcher passed the clipboard to the tourist to fill out and stood by for any questions.

4. Research Results

This section provides an overview of the research results obtained by 1716 international and domestic travellers, which generated 1657 usable questionnaires. The results are presented in order of Objectives. The first objective of this research project was “to collect demographic data about international and domestic tourists visiting the Inlay region”. The section therefore begins by providing information about who our participants were.

4.1 Profile of Respondents: Objective one

4.1.1 Gender

The sample showed an almost equal distribution of gender. Of the 1525 responses to Question 20 in the demographics section at the end of the questionnaire, 52% were male and 48% female. The gender distribution among domestics was slightly tilted towards women, with 55% of Myanmar respondents being female and 45% being male. Among the internationals the ratio was 49% male and 51% female.

4.1.2 Age Distribution

In total 1657 questionnaires were identified as usable. Of these, 94 people did not answer the age question, resulting in n=1563 for Question 19. Table 1 shows the age distribution of all respondents, including both Myanmar and International. As can be seen in Table 1, most of the participants were relatively young with the 25-35 year group making up more than one quarter of total tourists visiting Inlay region.

Table 1: Combined Age Distribution of All Respondents, n = 1563

Age	Percentage
<25 years	15.9%
25-34 years	26.2%
35-44 years	15.9%
45-54 years	16.3%
55-64 years	14.8%
>65 years	11.0%

Table 2: Age Distribution International

Age Range	Percentage
<25 years	9%
25-34 years	26%
35-44 years	13%
45-54 years	15%
55-64 years	19%
>65 years	17%

Table 3: Age Distribution Domestic

Age Range	Percentage
<25 years	27%
25-34 years	26%
35-44 years	20%
45-54 years	17%
55-64 years	8%
>65 years	2%

When examining the age groups in more detail as in Table 2 and Table 3, we can see that Myanmar nationals are relatively young compared with international visitors, who were on average older. Nearly 40% of all international visitors were 55 years and older. The demographic results in relation to age show that targeted marketing campaigns for certain age groups could be useful, as well as development of tourist activities that cater for the younger generation of domestic visitors and the older generation of international visitors.

4.1.3 Profession

Respondents were asked to state their profession in Question 21. This question was designed to better understand the socio-economic background of tourists visiting the area, in order to better target future sustainable development and marketing campaigns.

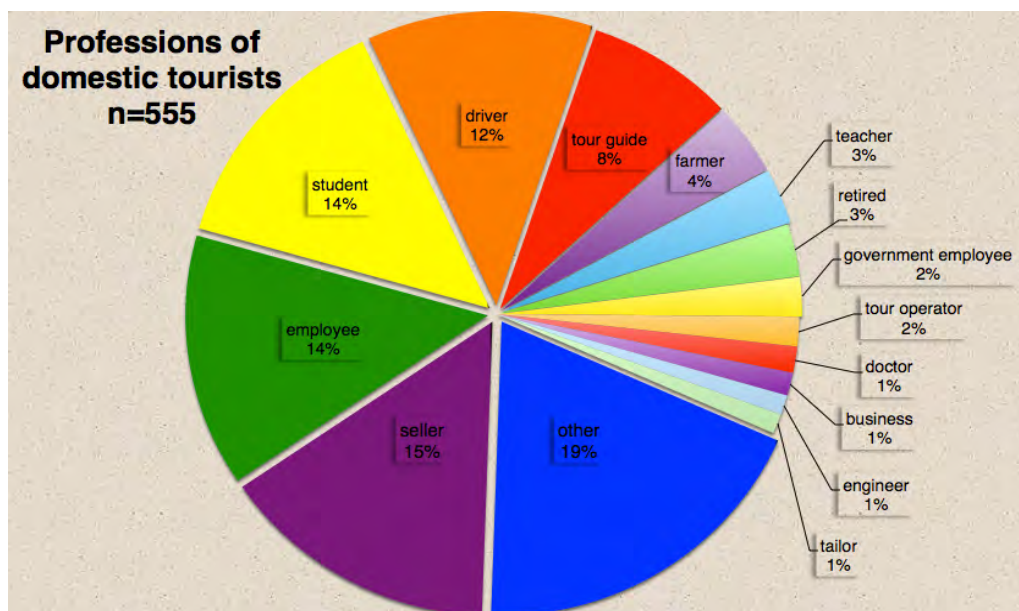


Figure 1: Professions of Myanmar tourists

Figure 1 reveals the professions of domestic tourists. Of all 555 Myanmar nationals who answered this question, 15% were sellers, 14% were employees, 14% were students, and 12% were employed as drivers. About 8% of the respondents worked as tour guides and 4% as farmers. The remainder were teachers, retired people, government employees, managing tour operators, doctors, engineers or business owners. Some jobs that were mentioned and grouped under 'other' were ship workers, seamen, NGO workers, photographers and accountants.

Figure 2 shows the professions of international tourists, with some interesting results. Unlike domestic tourists the biggest group of international travellers were those who were retired, making up 14% of all international visitors. This also corresponds to the age distribution of international visitors. The next most stated profession was employee (9%), teacher (7%), engineer (5%), student (5%) and manager (5%). The rest included consultants, tour guides, business owners, nurses, marketing employees, lawyers and housewives. Due to the wide variety of professions given, the remainder 37% of international tourists were grouped under 'other' with jobs such as Yoga teachers, artists, NGO staff, florists, secretaries, lecturers, professors and doctors.

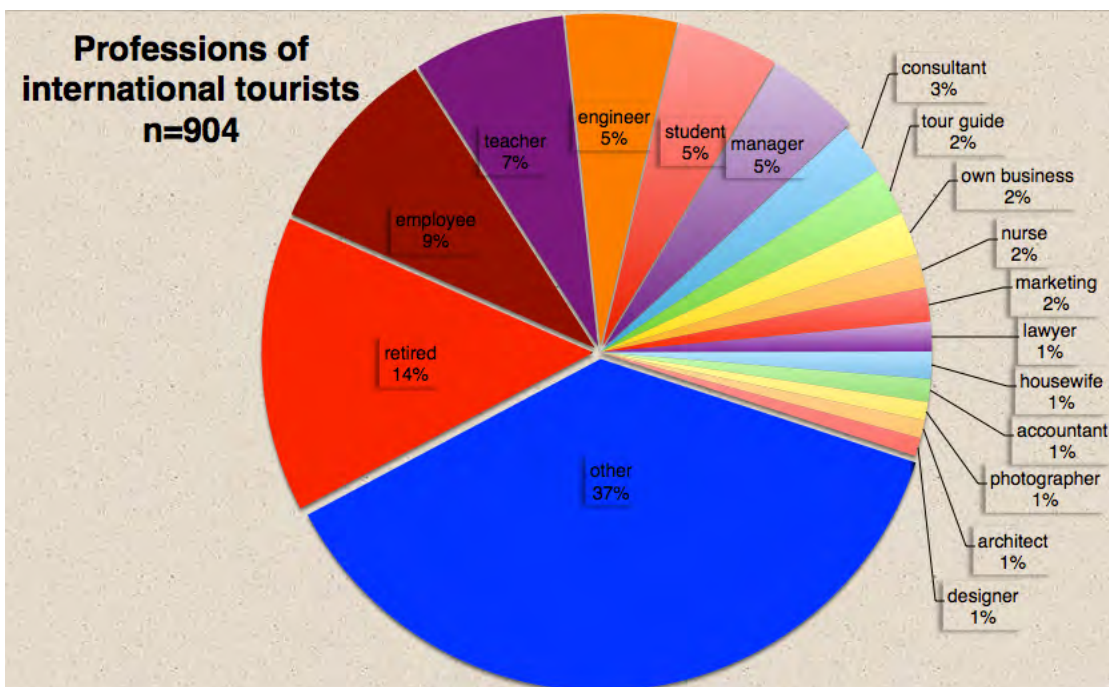
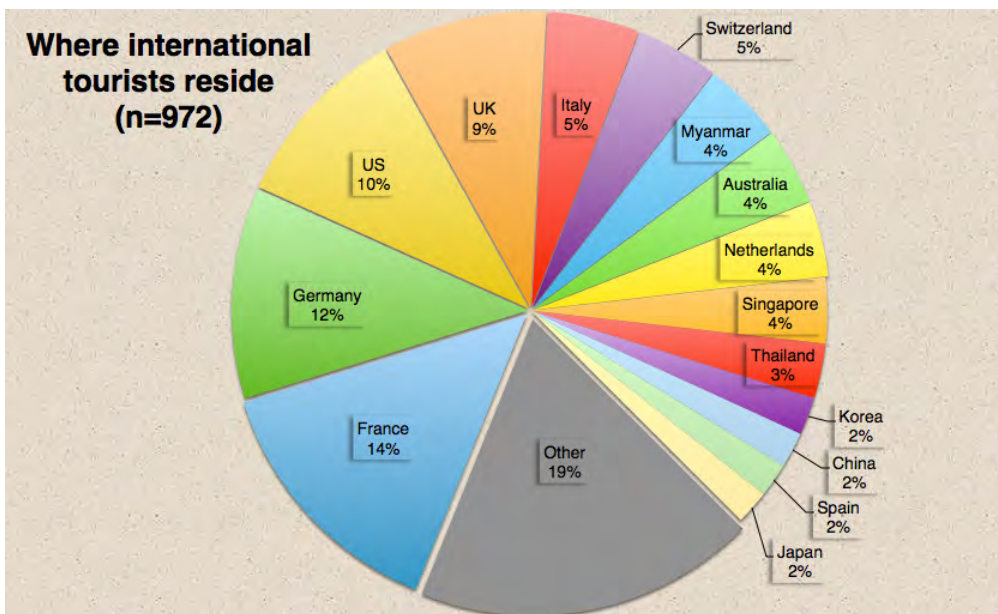


Figure 2: Professions of International tourists

4.1.4 Country of residence

Respondents were asked to indicate their country of residence in Question 22. This question was not only designed to see where people came from, but it also provided for an good variable in later analysis. The largest group of internationals were residing in France (14%), Germany (12%), US (10%), UK (9%) and Italy (5%). This was followed by residents of Switzerland, Australia and NZ, the Netherlands, Singapore and Thailand.

Figure 3: Residence of International tourists



Only 2% of all respondents to this survey were residing in Korea, China, Spain, and Japan respectively. Overall 4% of 972 international respondents resided in Myanmar. When grouping the countries of residence according

to continents (Figure 4), Europeans made up by far the largest group with 64%.

This is contrary to MoHT statistics, which state that Europeans make up about 30% of visitors to Myanmar. North America follows with 16%, Asia with 13% and Australia with 6%. Only 1% of international visitors came from South America, 0.7% from the Middle East and 0.3% from Africa.

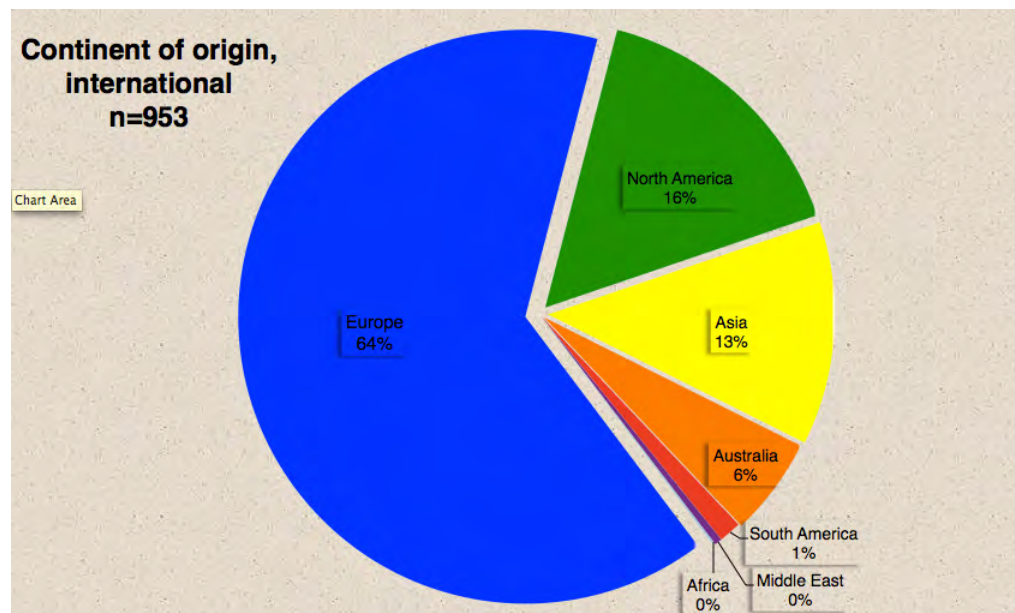


Figure 4: Continent of Origin of International tourists

Figure 5 shows that the largest group of domestic tourists said they resided in Myanmar, while the remainder were more specific, with 28% of respondents stating they resided in Yangon, 5% in Mandalay and 4% in Taung Gyi. Other residences included Nyaungshwe, Naypyitaw, Bago, Shan State, Irrawaddy, Taung Ngu, Aung Lan and Kyaintong, with 1% residing there respectively. The remainder of domestic respondents came from everywhere else in Myanmar, ranging from Loikaw in Kayah State, Sittwe in Rakhine State, Mawlamyine in Mon State, Hpa-an in Kayin State, Putao in Kachin State, Sagaing in Sagaing Division, down to Myeik in Thanintary Division.

Figure 5: Residence of domestic tourists

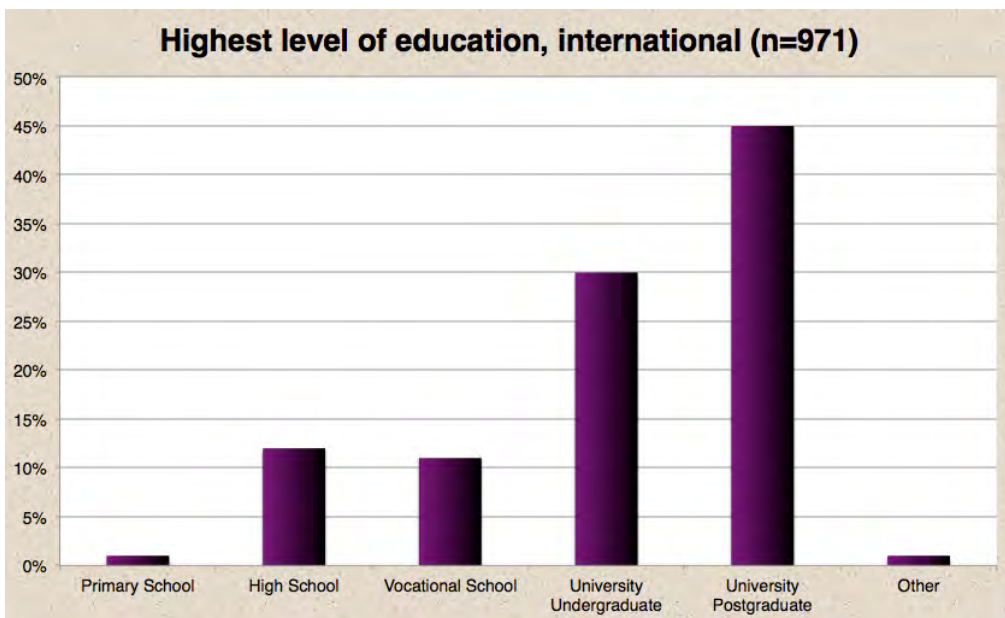
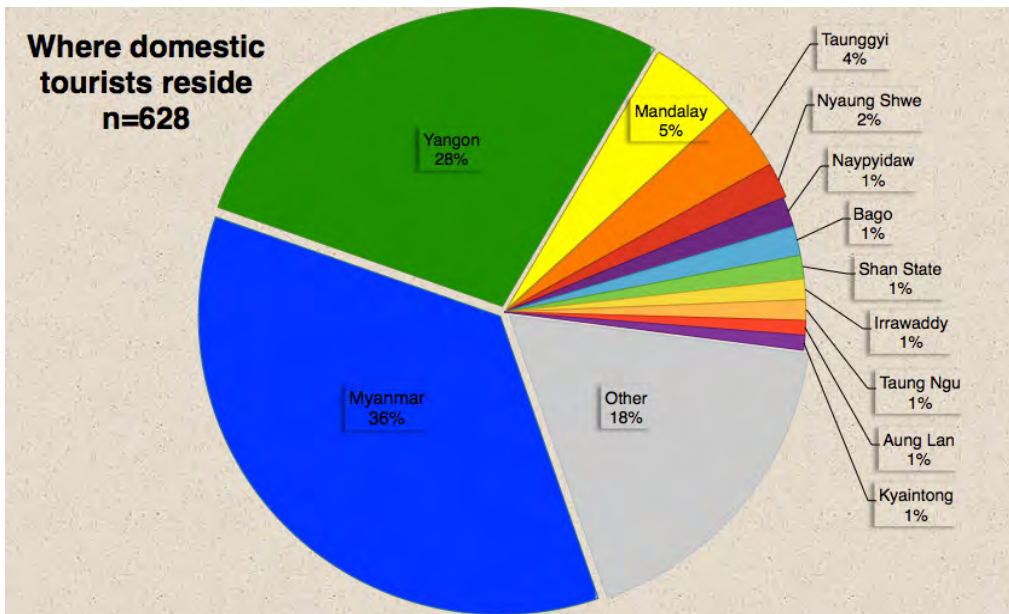


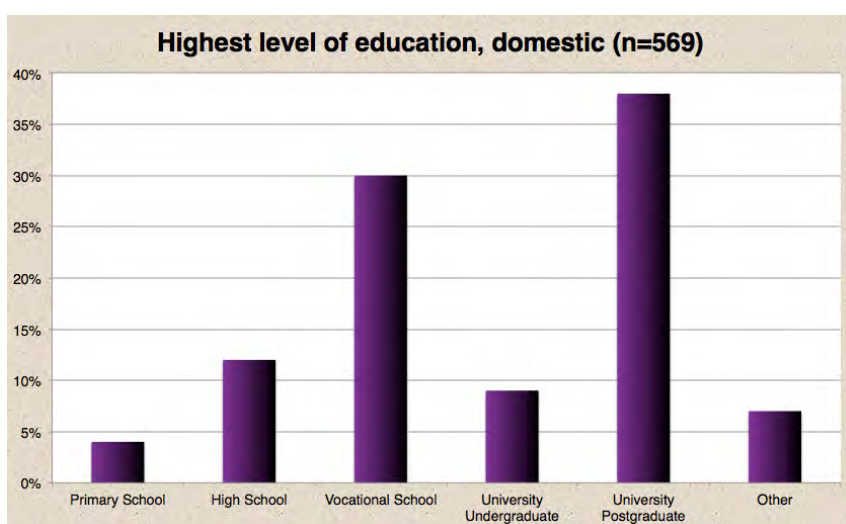
Figure 6: Education levels of international tourists

4.1.5 Highest level of education

The last question of the questionnaire asked respondents to indicate their highest level of completed education. This question was intended to provide better socio-cultural background about tourists. It was also included to give deeper analytical context regarding variables such as transport and accommodation choices, activities partaken, or satisfaction levels. According to trends and patterns of international tourism, it is clear that the better educated the visitors are, the more likely they are to require a certain standard of sustainability if they are to enjoy the tourist destination and recommend it to their peers. The data on educational background also reveals whether tourists are an elite group, or whether they represent the wider population.

The results to this question are very interesting: most international tourists visiting Myanmar are highly educated. Indeed, 75% of all respondents stated they had obtained at least one university degree, with 45% of all internationals even holding a postgraduate degree. 13% of foreigners had completed high school as their highest qualification, followed by 11% holding a vocational degree. This shows that international tourists who visit Inlay area are highly educated. This could mean that are experienced travellers, requiring a certain standard and value for money, with a willingness to partake in unique activities. It also means that international tourists are likely to support sustainable tourism development.

Figure 7: Education levels of domestic tourists



Of the 569 Myanmar nationals who answered this question, 38% of them stated they hold a university postgraduate degree, 30% had obtained a vocational degree, and 12% had completed high school as the highest educational qualification. Only 4% of Myanmar tourists had completed primary school. This

result does not reflect the wider population of Myanmar, where educational levels are relatively low. Statistically it is therefore safe to say that the Myanmar nationals who travel around Myanmar are likely to represent an elite group of highly educated people. Other educational achievements mentioned by 7% of domestic travellers were monastic school education.

4.1.6 Average spending per day in the area

In total 1,301 participants answered Question 18, which asked them to indicate their estimated average spending per day in this area. All tourists combined spent a total average of 69 USD per day. The combined data shows that tourism is indeed very lucrative for the region: both domestic and international tourists spent a combined 74,882 USD per day in the area.

Of the 487 responses received by domestic tourists, the average expenditure totalled 26 USD per day for Myanmar nationals. International tourists spent 3.4 times more, with 90 USD being the average expenditure per day for foreigners (n=814).

4.2 Domestic & international tourism demand for Inlay region: Objective two

In order to provide an overview of domestic and international tourism demand for Inlay region, including travel motivations, destinations visited, preferred accommodation and mode of transportation, information sources used, length of stay, as well as satisfaction levels of visitors, the remainder of the questionnaire focused on questions about tourists background, what activities they took part in, what type of accommodation and transport they used, and what destinations they visited in the region. This was included to better understand the motivations, activities and types of traveller to the region. The variables presented here, such as destination choices, tourist motivations, length of stay are all regarded as plausible measures of tourism demand, and have been used frequently in tourism demand modelling and forecasting. As only little empirical research has been undertaken in Myanmar, this section presents the data simply to understand who is traveling where, how and why.

4.2.1 What type of traveller are you?

The first question focused on traveling parties. More precisely the focus was on whether the participants were travelling alone, independently with family, independently as a couple, on a group tour, independently with friends, or other. This was a category type question, and its purpose was to understand what type of traveller was most likely to visit the Inlay region.

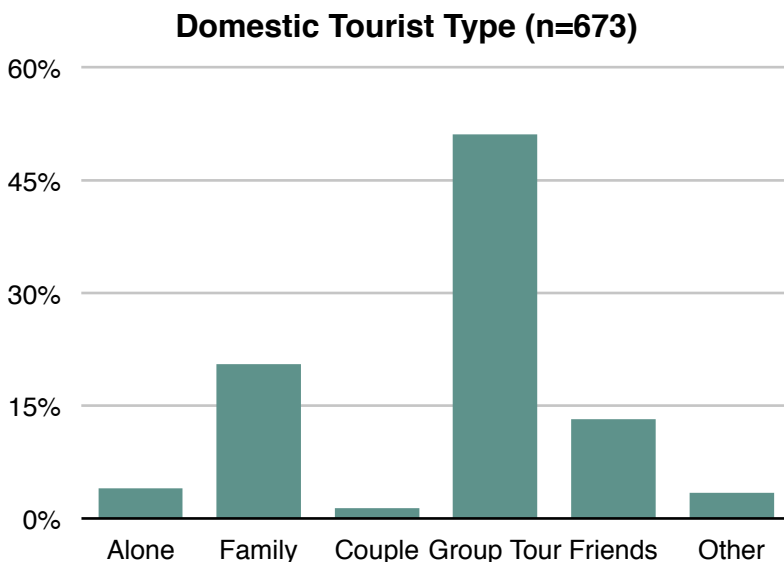
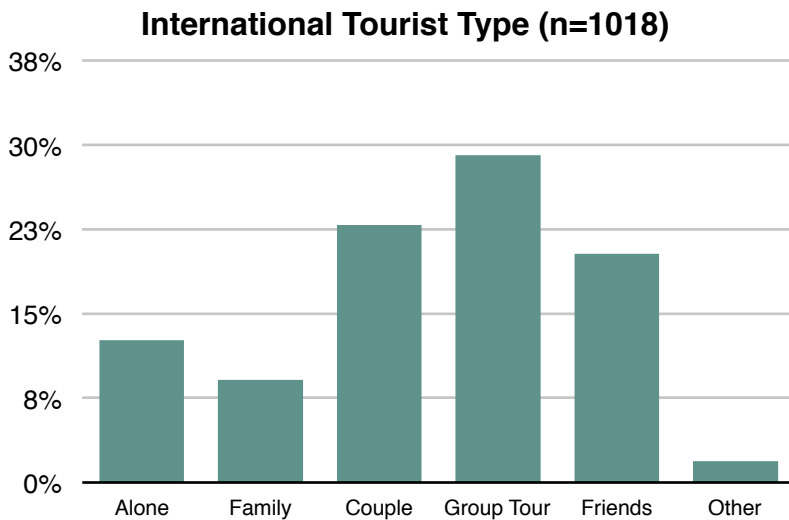


Figure 8 shows that domestic tourists rarely travel alone. In fact only 28 people (or 4%) of all domestic tourists stated they travelled alone. More than 50% of all domestic tourists visited the region as part of a group tour, 21% visited with their families, 13% with their friends and only 1% of Myanmar nationals visited the region as a couple.

Figure 8: Traveling parties, domestic tourists



International tourists travel somewhat differently than their Myanmar counterparts. Figure 9 shows that nearly one third (29%) of foreigners travelled as part of a group tour, and 23% visited the region as a couple. About 20% visited Inlay region with their friends, 9% with their families, and more than 13% of international respondents were traveling alone.

Figure 9: Traveling parties, international tourists

4.2.2 How did you arrive here?

The second question in the questionnaire asked participants to indicate the modes of transport used to arrive to the Inlay region, with options being plane, private car, public bus, tour bus, train or other. Figure 10 shows that an overwhelming 38% of all foreigners said they had arrived by plane to the Inlay area. However, this result needs to be seen within the context of research

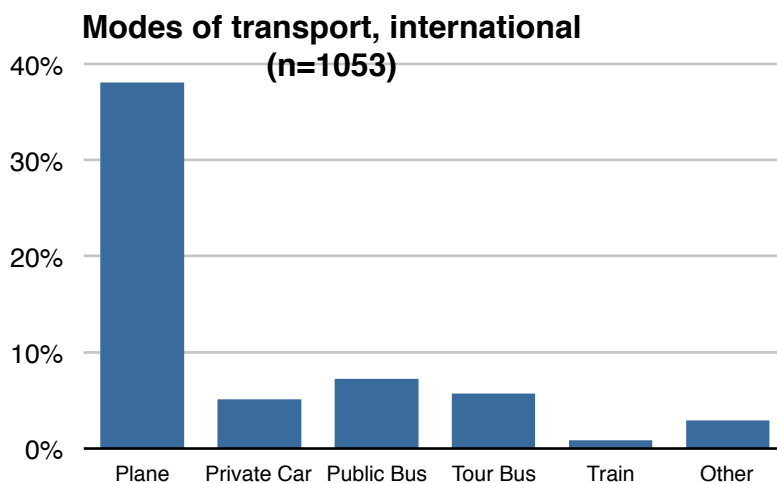


Figure 10: Transport used by international

location: 31% of all surveys with foreigners were undertaken at Heho airport, which likely has influenced this sweeping result. Despite the research location bias, it is clear that planes are a preferred mode of transport for international tourists, many who are visiting Myanmar as part of a wider Asia tour (see results Question 5b). Some tourists

may not have enough time to visit Myanmar via land, while others simply prefer the comfort of a plane. The second most popular mode of transport was public bus (7%), followed by tour bus (6%) and private car (5%). Other (3%) modes of transport mentioned by foreigners were boat, bicycle, motorbike and 'trekking'. Only 9 respondents (or 1%) had arrived by train to the area.

Domestic tourists used different types of transportation, with 36% arriving in a private car, 22% on a public bus, and 19% on a tour bus. Figure 11 shows that only 13% of domestic tourists had come by plane. Most 'other' types of transport (3%) used by Myanmar nationals were motorbikes. Only three domestic respondents had arrived to the area by train. The results clearly illustrate foreigners' preferences, who seem to prefer comfort and short travel times. Most Myanmar nationals preferred to travel by private car. This finding may also relate to the results on average expenditure per day (90 USD for foreigners and 26 USD for Myanmar), as taking a plane is much more expensive than traveling by car, bus or train.

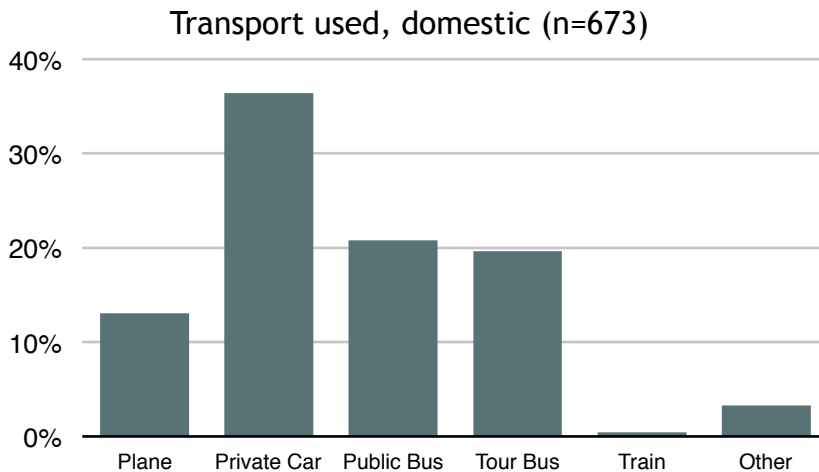
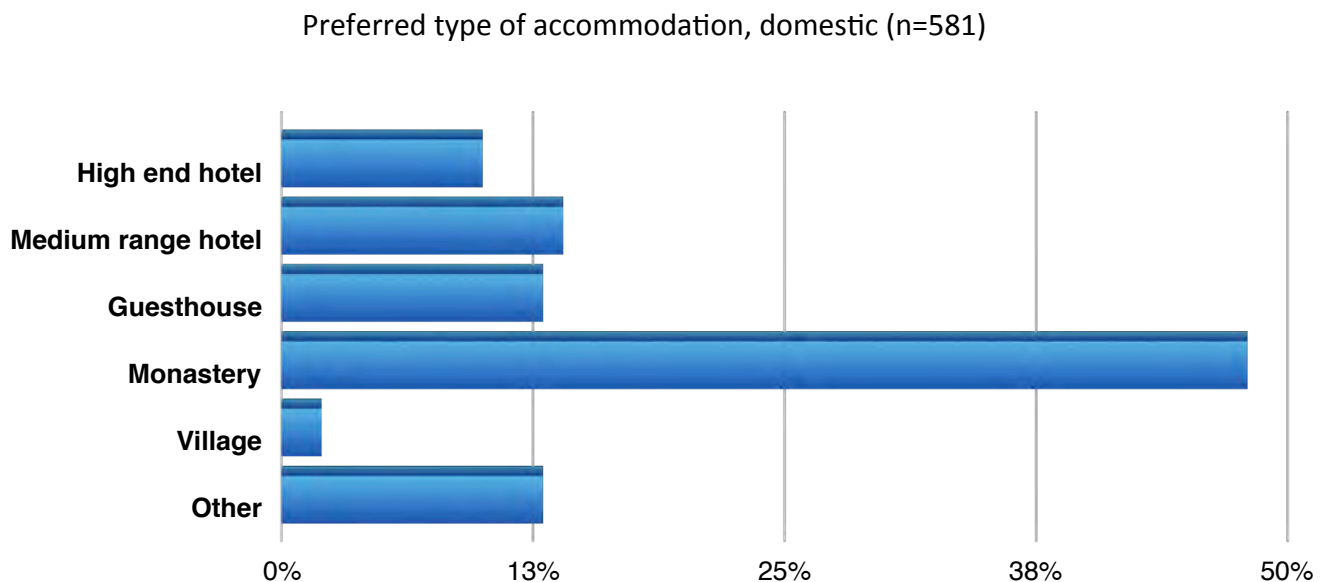


Figure 11: Transport used by domestic

4.2.3 What type of accommodation did you use?

The third question asked respondents what type of accommodation they chose when staying in the Inlay area. The results are compelling as they illustrate the different travel behaviours of Myanmar nationals and foreigners.

Figure 12: Accommodation used by domestic tourists



Of the 581 responses received to this question from domestic tourists, nearly half (48%) stayed in monasteries overnight (Figure 12). About 14% stayed in medium range hotels, 13% in guesthouses

and only 10% of Myanmar participants stayed in high-end hotels. Most domestic tourists who indicated ‘other’ as their choice stayed in friend’s or relative’s houses. Only 2% of domestic visitors stayed in village accommodation.

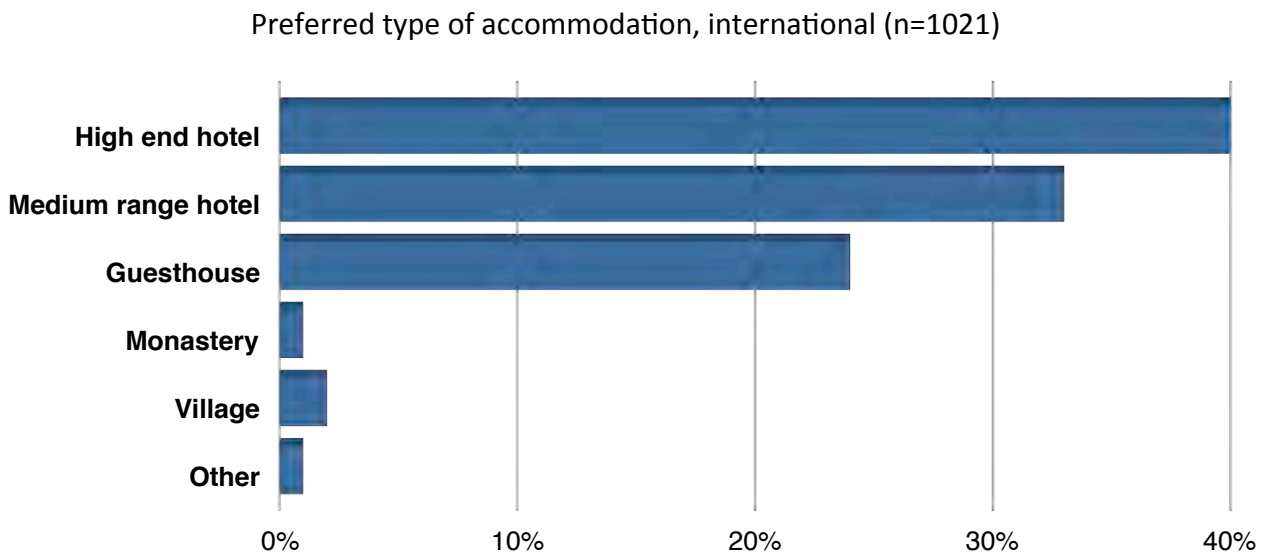


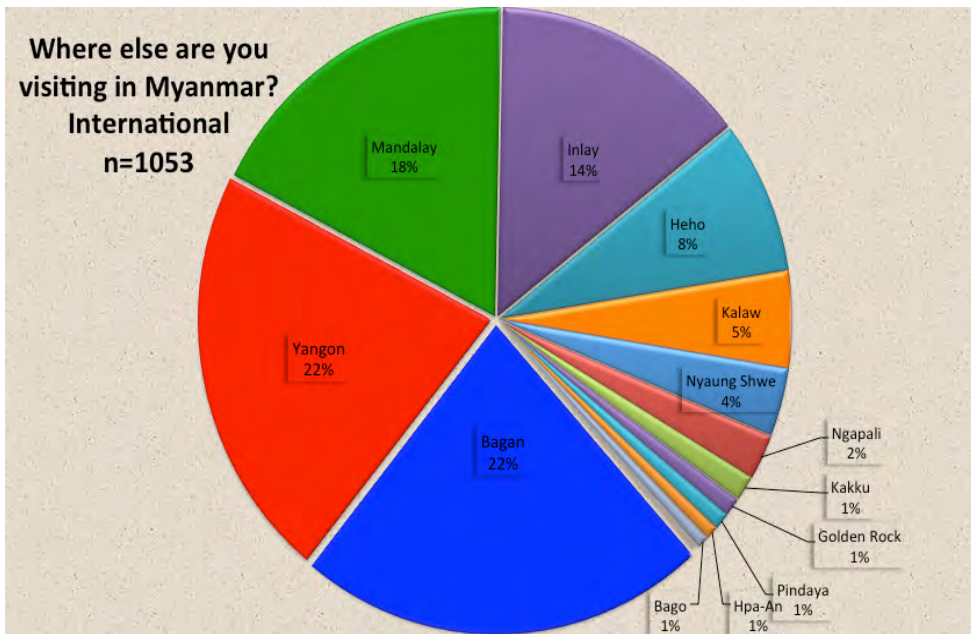
Figure 13: Accommodation used by international tourists

Figure 13 shows that about 40% of international respondents preferred to stay in high-end hotels. This was followed by 33% staying in medium-range hotels, and 24% choosing guesthouses. While only 1% indicated they stayed in monasteries, 2% of foreigners stayed overnight in village accommodation, presumably as part of a trekking trip. The differences in accommodation preferences between Myanmar nationals and foreigners are clear: international tourists prefer higher quality and standards, and show willingness to pay for such, while nearly half of domestic tourists were traveling as part of a pilgrimage and preferred to stay in monasteries.

4.2.4 Are you visiting other regions in Myanmar on this trip?

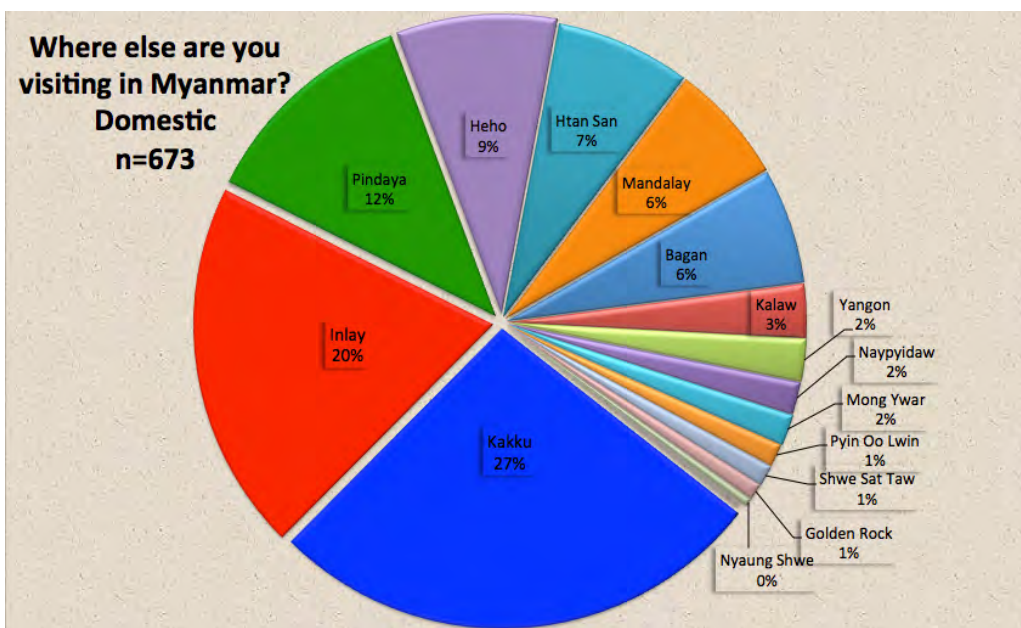
Out of 1,078 answers from international tourists to this question, 89% said the Inlay region was part of a wider itinerary, with 11% visiting the area exclusively. Of the 627 replies received from domestic visitors, 68% visited Inlay as part of a journey of the country. About a third of domestic tourists (32%) stated they only visited the Inlay region. In total, 84% of all respondents visited Inlay as part of a wider tour of Myanmar. About 16% of all participants stated they were staying in Inlay region alone. Thus, most respondents visited Inlay as part of a wider trip of Myanmar. The data also points to the competitive edge of Inlay region as a tourist destination. The destination’s tourism potential is noteworthy, with an impressive 16% of all respondents choosing to stay in the Inlay area exclusively and not visiting any other destinations in Myanmar.

4.2.5 Where else in Myanmar are you visiting?



Of the 759 international tourists who visited other regions in Myanmar, many mentioned the surrounding area (Figure 14): Inlay, Nyaungshwe, Heho, Pindaya and Kalaw were, when combined, the most mentioned. The most popular destination of international tourists

Figure 14: Other destinations visited in Myanmar, international tourists was Bagan, a destination that was stated by 60% of international respondents. Yangon, Inlay and Mandalay were the next most visited destinations. 14% of international tourists went to Kalaw, and a growing number of foreigners are beginning to visit Kekku Pagoda complex via Taunggyi. Other popular destinations for international tourists were Ngapali in Rakhine State, Pindaya in Danu SAZ and Hpa-An in Kayin State.



Of the 673 domestic visitors who stated they were visiting other areas in Myanmar, 27% visited Kakku, the most popular destination for domestic travellers according to

Figure 15: Other destinations visited in Myanmar, domestic tourists

Figure 15. However, some

caution is required when interpreting this result due to potential research location bias. Nearly half of all domestic participants to this survey were interviewed in Kakku, which will have

influenced the overall result of Kakku being the most visited. Overall it is observed that Kakku is a very popular tourism destination for Myanmar tourists, but is hardly known by internationals. Inlay Lake was the second most popular tourist destination in the area, with 20% of Myanmar tourists visiting. Pindaya in the Danu area was more popular (12%) than Heho, which was visited by 9% of Myanmar tourists. Htan San Cave is another destination that is popular with domestic tourists (7%), but rarely known amongst foreigners.

4.2.6 Travel Itineraries of Internationals for Myanmar

When examining international traveler’s itineraries in Myanmar more into detail, it becomes clear that nearly all foreigners travel along similar routes: Yangon, Bagan and Inlay lake (YBI), Yangon Bagan, Mandalay and Inlay lake (YBMI), or Yangon, Bagan and Heho (YBH). Increasingly Yangon, Bagan, Inlay and Ngapali (YBIN) are mentioned in chosen itineraries. Thus, most international tourists currently visit the most accessible tourist destinations in Myanmar, and only few travel off the beaten path.

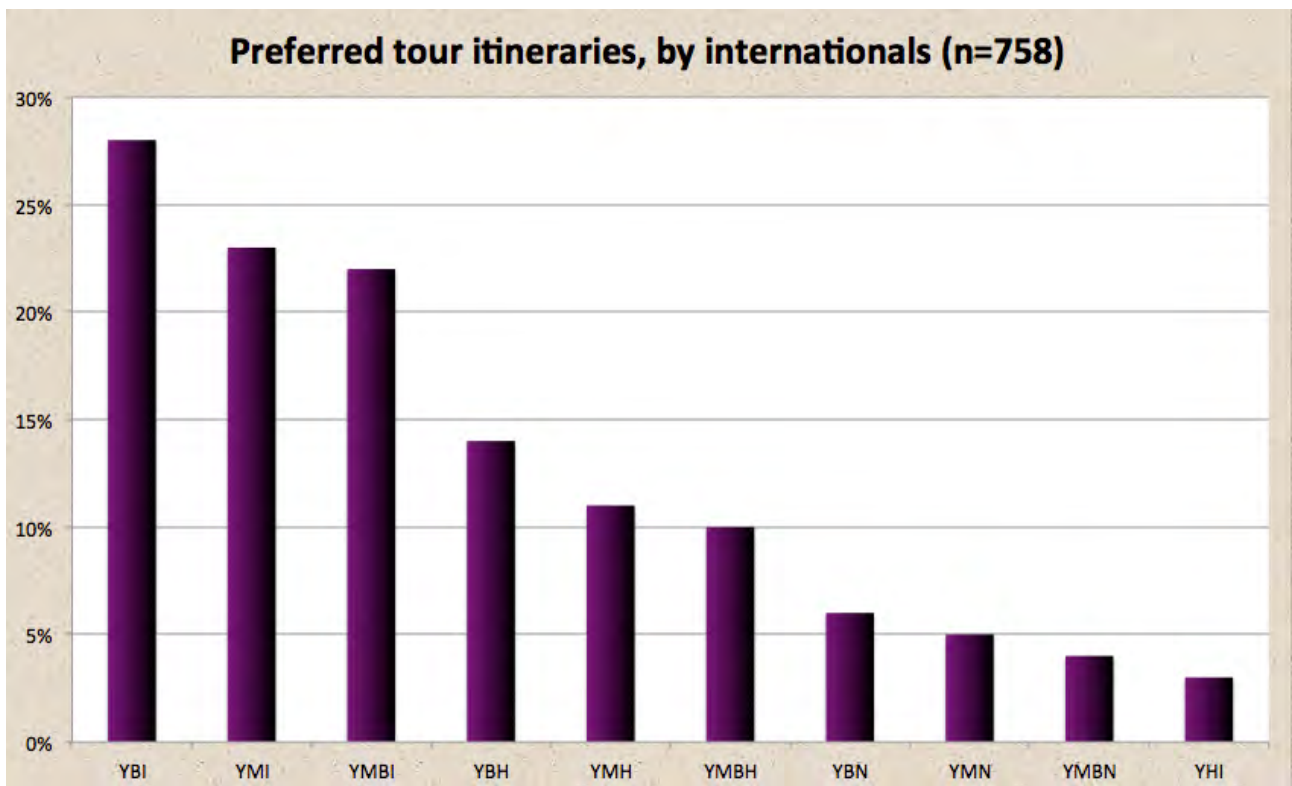


Figure 16: International tour itineraries of Myanmar

4.2.7 Are you visiting other countries on this trip?

Of the 1617 answers we received to this question, 69% of all tourists (international and domestic combined) only visited Myanmar and no other country on this trip. Of the 1018 international visitors, 45% came to Myanmar as part of a wider tour, and 55% visited Myanmar exclusively. Only 7% of domestic tourists, or 43 people, stated they visited other countries.

4.2.8 What other countries are you visiting?

Of the 375 international tourists who visited other countries on this trip, 40% travelled to Southeast Asia, 23% to Thailand, 13% visited Northern Asia (Japan & Korea), and 9% went to travel other parts of the world. 5% of all foreigners mentioned they travelled to Myanmar and continued on to China. The remaining 10% were destinations in the Southeast Asian region. Of the 45 responses we received from Myanmar nationals to this question, Thailand, Singapore, India, Malaysia and Europe were the most favoured destinations.

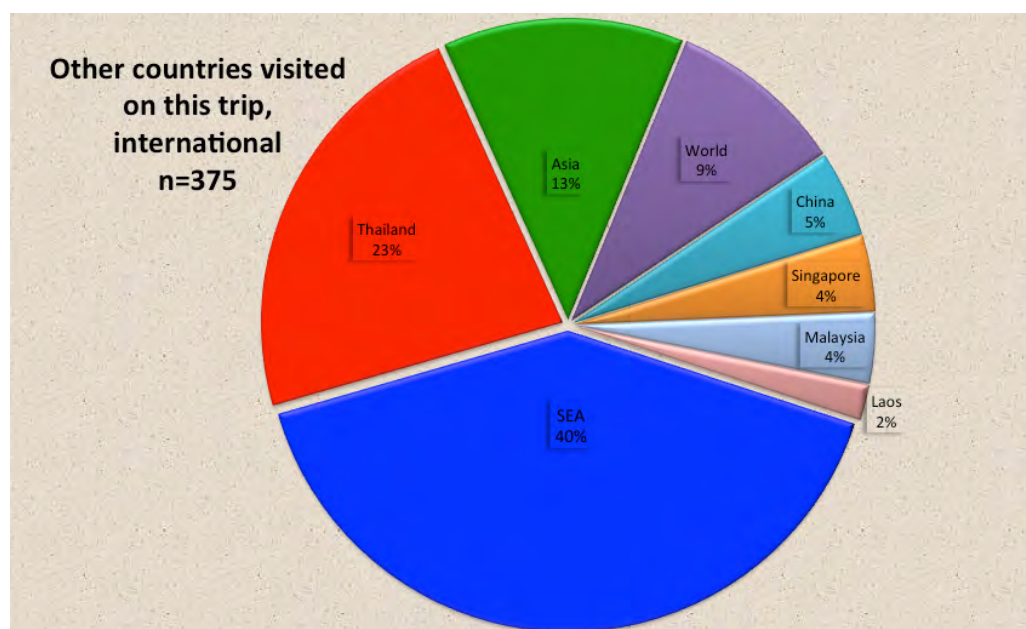


Figure 17: Other countries visited apart from Myanmar, by international

4.2.9 Motivations for visiting Inlay region

The study of travel motivations is essential to understand what tourists expect when they come to the destination. Focusing on domestic versus international tourists' motivations is particularly interesting in that it could reveal potential diverging desires and dissimilar notions between internationals and nationals about how to spend one's leisure time.

Cultural experience was the main reason for 35% of foreigners to come to the Inlay region (Figure 18). Around 25% of visitors stated relaxation was their main motivation, which was closely followed by 24% of respondents who indicated that 'experiencing authenticity' was the prime reason for their visit to the area.

Figure 18: Travel motivations, international visitors

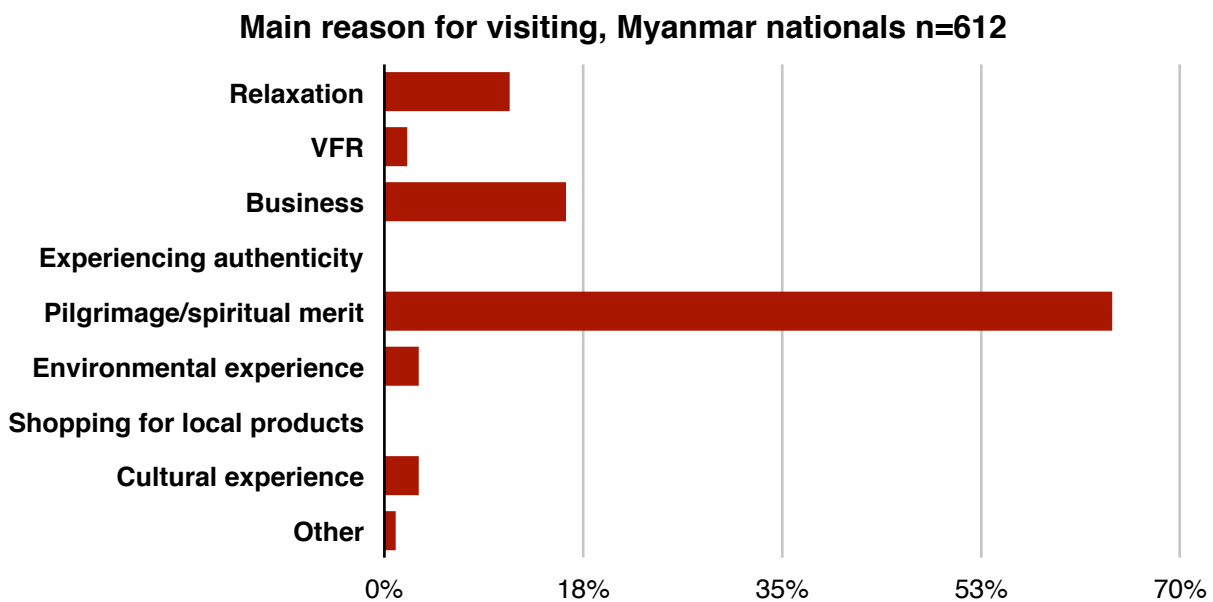
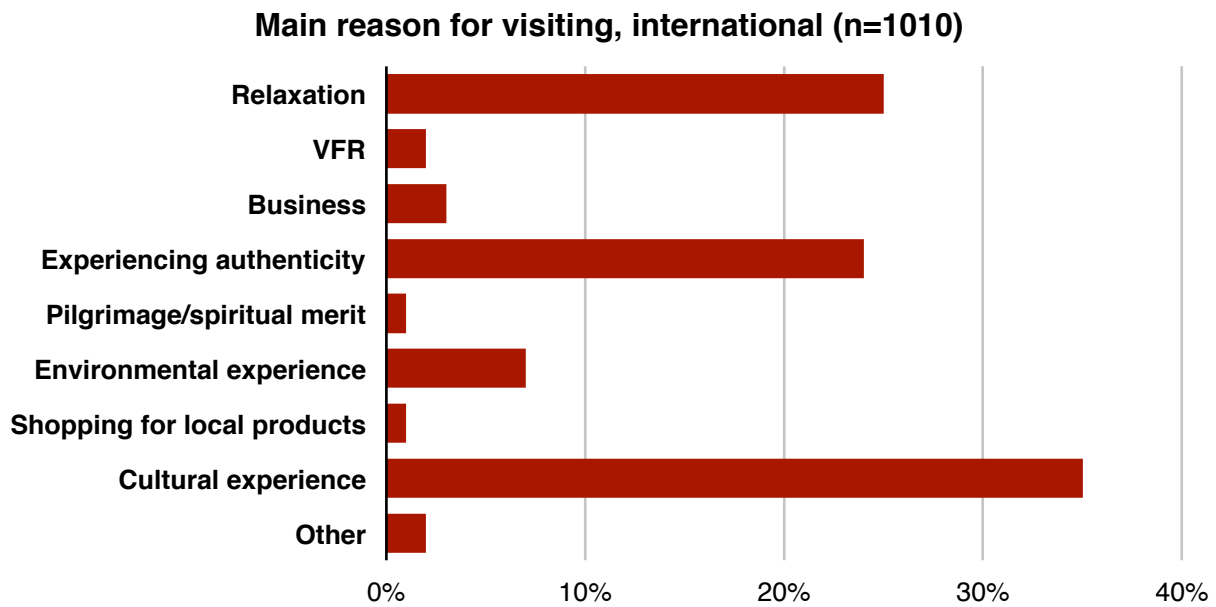


Figure 19: Travel motivations, domestic travellers

The travel motivations of domestic tourists are quite different to those of foreigners - 64% of Myanmar nationals visited the Inlay region as part of a pilgrimage and in order to make spiritual merit. This was followed by 16% who came to the area due to business. Relaxation was mentioned by 11% of Myanmar as the prime reason for their journey. Although motivations and expectations are quite different, future sustainable tourism management will require a catering for both, domestic and international needs.

4.2.10 First visit to the area?

Of all visitors combined, 78% came to Inlay area for the very first time. Myanmar nationals were more familiar with the region, with 55% stating they had been to the area before. Only 7% of foreigners had visited previously, making 93% of international respondents first time visitors to Inlay region. The 362 foreigners who had been in Inlay before visited for the ninth time on average. Of the 289 Myanmar nationals who had been in Inlay before, most had visited on average 11 times before. The returnee rate of visitors is thus very high, which is a good sign for any tourist destination in the world.

4.2.11 Length of stay

Myanmar nationals stayed on average 3 days in the region, while international tourists remained for 4 days on average in Inlay area. Both datasets combined show that all tourists coming to the region stayed on average for 4 days.

4.2.12 Local tourist attractions

Question nine was a multiple-response, category-type question that enquired about local destinations tourists. Over 90% of all international visitors travelled to Inlay lake, more than 50% visited Nyaungshwe, and 34% went to Kalaw, the trekking capital of the region. Pindaya in Danu area was mentioned by 28% of foreigners.

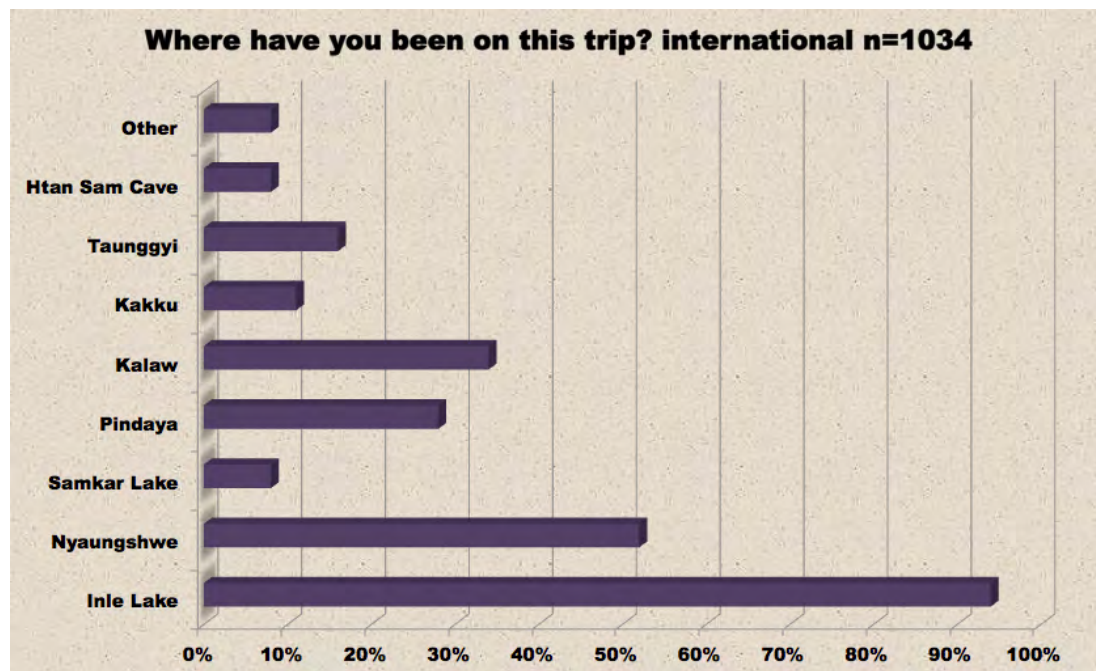


Figure 20: Most popular attractions in the area, by international

As Figure 21 shows, domestic tourists visited not only the 'well-known' tourist attractions, but also came to see places that did not feature for internationals (e.g. Htan Sam Cave). The most striking difference between international's and domestic's destination choices is the town of Taunggyi, the capital of Shan state. While it is the most popular destination of all domestic tourists (84%), only 15% of internationals visit there. Taunggyi can therefore currently be seen as a domestic

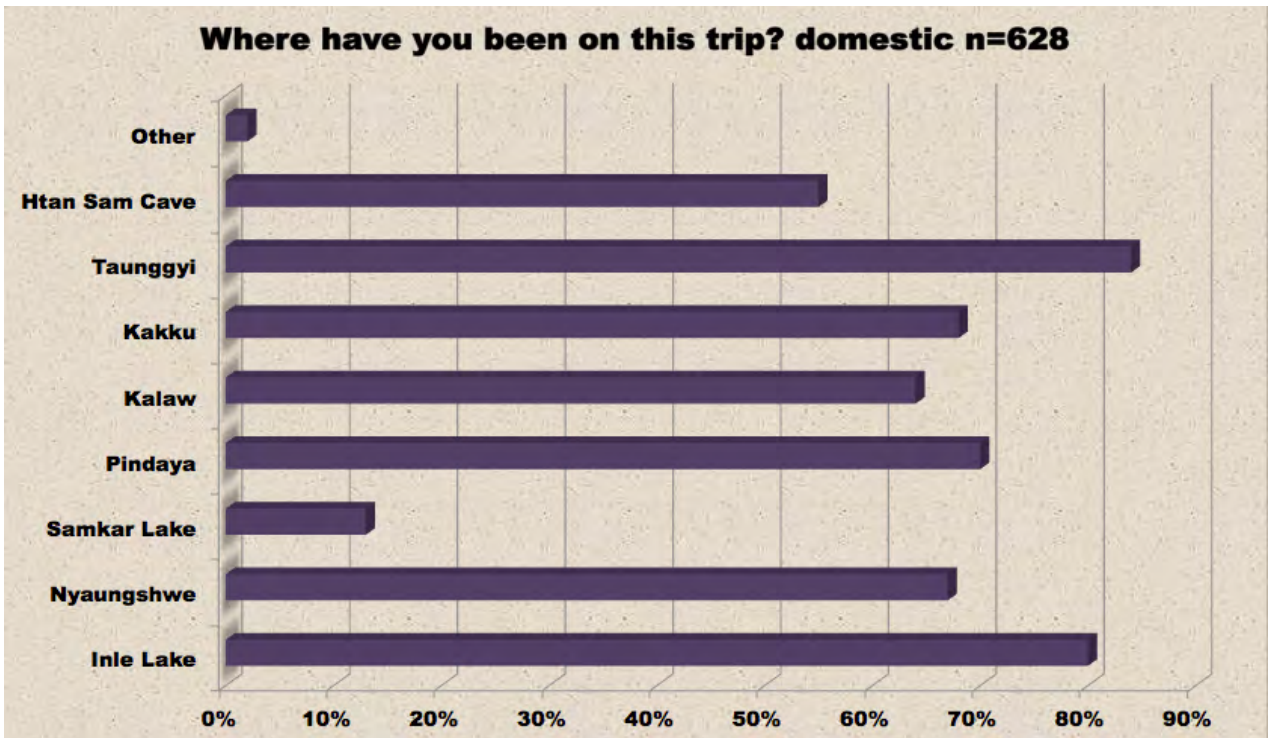


Figure 21: Most popular attractions in the area, by domestic

destination. The second most popular place was Inlay lake, followed by Pindaya, Kakku and Htan Sam Cave. Given Myanmar tourists' main travel motivation of spiritual merit (see Figure 19), these destinations are very famous due to their Buddhist heritage. Overall it can be said that international tourists visit the well-known destinations, while domestic tourists visit more destinations that are not part of any Western guidebook.

4.2.13 What activities did you take part in?

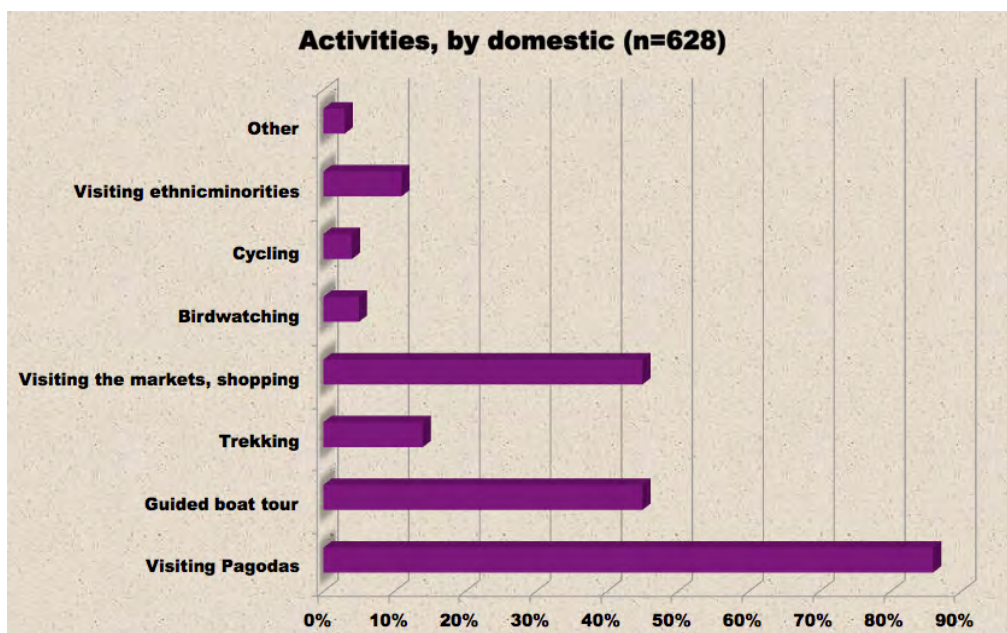


Figure 22: Domestic tourist activities in the area

This multiple-response, category question was aimed at gauging tourists deeper interests in the destination. The result is depicted in Figure 22, which shows that 86% of Myanmar nationals are visiting pagodas when traveling. More than 43% of domestic tourists took part in guided boat

tours on Inlay lake, 43% visited the markets for shopping, 13% went trekking and 10% visited ethnic minorities. About 5% took part in bird-watching activities, and 3% went cycling.

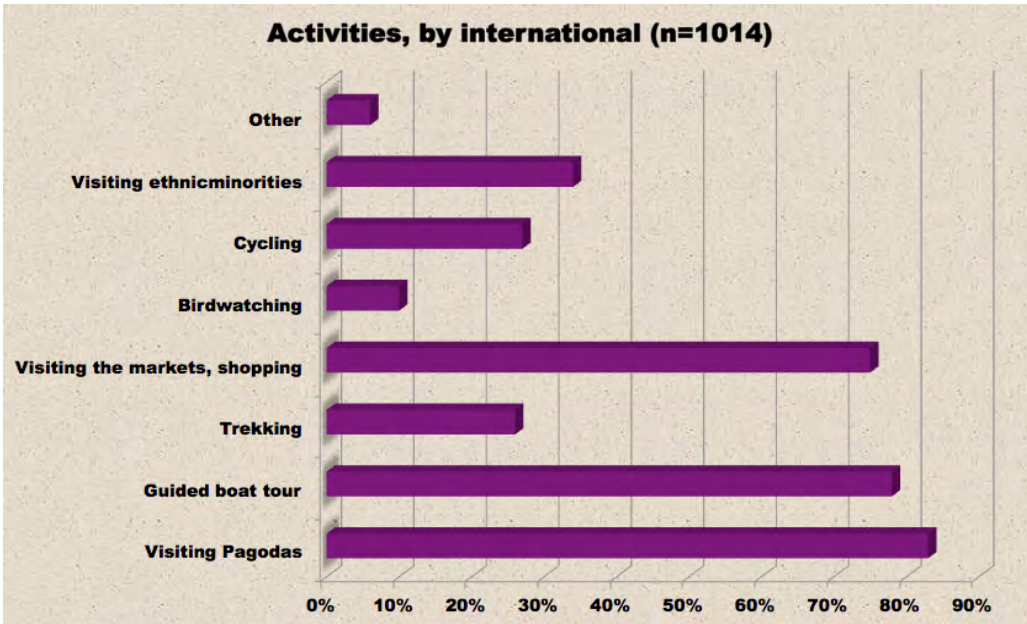


Figure 23: International tourist activities in the area

Similarly to domestic tourists, 82% of all international tourists visited the temples, stupas and pagodas in the region. This is not surprising given that Myanmar is known for its magnificent Pagodas. The next most popular activity for foreigners was a guided boat tour of Inlay lake, followed by visiting the markets and doing some shopping. About one third of all foreigners visited ethnic minorities, and 28% went cycling around. A quarter of all tourists from overseas went trekking, and 9% went birdwatching. Comparing both datasets, it seems that foreigners are taking part more in the activities than their Myanmar counterparts. Also it is observed that there is more interest amongst foreigners to visit ethnic minority villages.

4.2.14 Information sources used

To understand how tourists found out about Inlay region as a tourist destination, a multiple response-type question about sources of information was included. Sources of information provide important data about the 'movers and shakers' who form the image of a tourist destination.

More than half of Myanmar nationals stated they came to Inlay because of word of mouth. This finding is consistent with empirical research that shows word of mouth being one of the most powerful influence factor of tourists. The second most mentioned source was tour operator with 34% responses, followed by TV with 23% and newspapers with 12%. In a country such as Myanmar, where telecommunications and internet infrastructure is inconsistent, it is not surprising to find that only 8% of Myanmar respondents mentioned the internet as a source of information about the region.

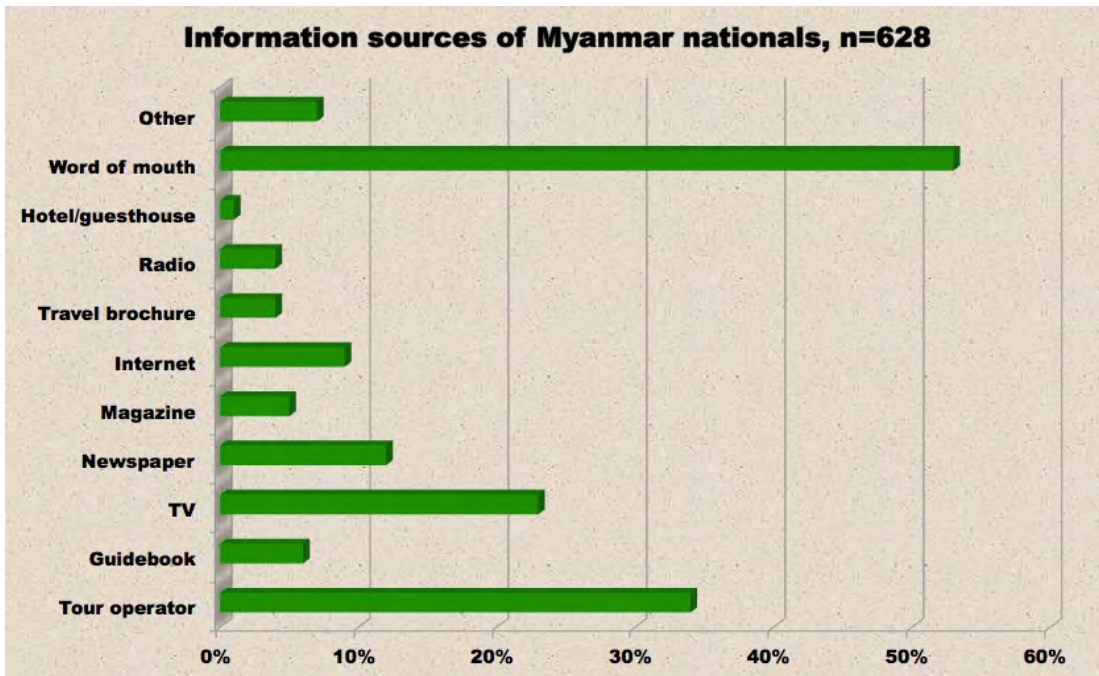


Figure 24: How did you find out about this area? Domestic

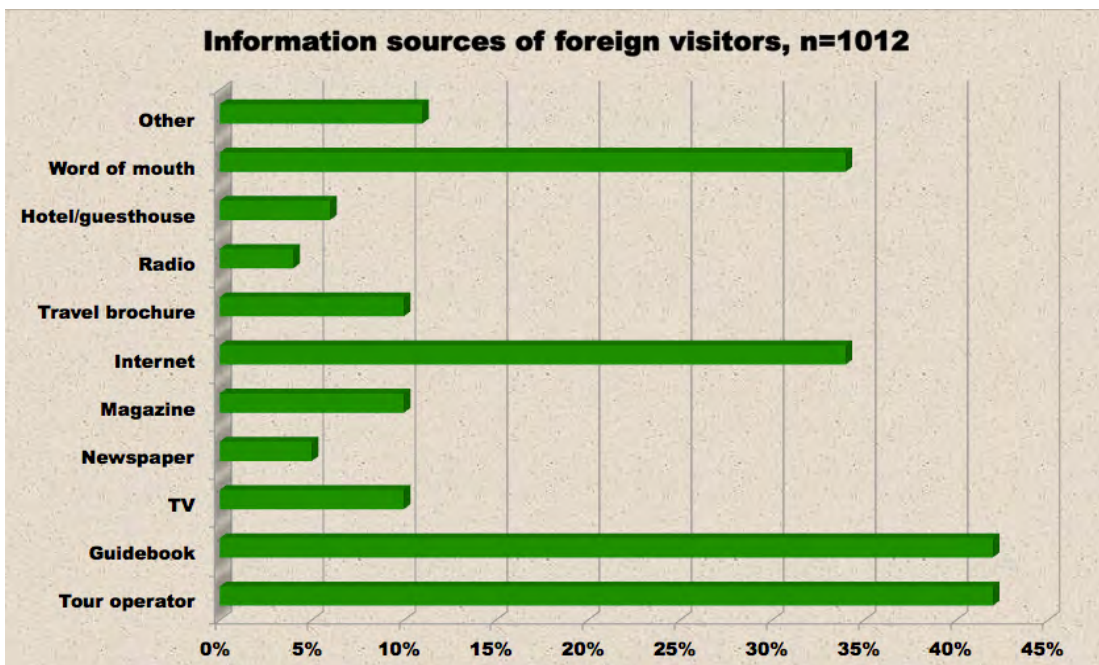


Figure 25: How did you find out about this area? International

As illustrated in Figure 25, international tourists considered guidebooks and tour operators as a crucial source of information about Inlay region, with 42% responses for each. Following from that, word of mouth and the internet are the next important sources of information, as mentioned by 33% of foreigners. Travel brochures and magazines, rarely mentioned by Myanmar nationals, come in next as key information source about Inlay region. Newspapers are less influential for international tourists than they are for Myanmar. Radio seems to have been the least influential for foreigners in providing information about Inlay as a tourist destination.

4.2.15 Agree or Disagree?

A five-point Likert scale was used for Question 12. Likert Scales are employed in empirical research to gauge levels of agreement towards certain issues or series of statements. The same order of response categories was used to avoid confusing responses. The six answers respondents could choose from ranged from Completely Agree (1) to Completely Disagree (5), as well as an option of 'don't know'. Table 4 provide the summary of all combined results. In the table, the two categories which show general agreement have been grouped together (1 plus 2) and stand against the disagreement categories (4 plus 5), which have also been grouped together. The middle is formed by 'neither agree nor disagree'. Displaying the results in this way better illustrates the overall tendency of the response.

The statements participants were asked to agree or disagree related to different aspects of the tourism industry in the region: attractions, access, transport, accommodation were included, as well as ethnic minorities, food, and safety. Respondents were asked about tour guides, engagement opportunities with local people, handicrafts, hiking and trekking, as well as using tourism as a tool for conservation. The final statement asked tourists to indicate whether they would recommend the area to their peers, or not.

The data revealed an overwhelming positive response. All statements were positively weighted by nearly all participants, whether they were Myanmar national or international. In other words, most tourists were quite happy with what's on offer in the region. Although many tourism stakeholders publicly lament the price of accommodation in Myanmar, not even the statement of 'value for money' received much of a negative response from the participants. Almost half of all respondents could not answer the trekking question as they did not participate in it, and nearly one third respectively did not know what to think of travel agencies and tour guides as they travelled independently. The most encouraging result is the final statement: 94% of all respondents will recommend to their friends to visit Inlay, thereby increasing positive word-of-mouth about the region.

Table 4: Levels of Agreement, nationals and foreigners combined

Statement	Agree	Neither/ Nor	Disagree	Don't know	n
Cultural, historic and natural attractions are easily accessible.	81%	11%	6%	2%	1612
There are many transport options to the surrounding destinations.	58%	20%	12%	10%	1585
Hotels and guesthouses offer good value for money.	46%	19%	13%	22%	1585
To experience the unique environment is the main reason of my visit.	79%	13%	4%	4%	1569
I like learning about ethnic minorities and their traditions.	88%	15%	2%	2%	1592
I'm satisfied with service and food offered in the local restaurants.	77%	15%	6%	3%	1602
I feel safe visiting this area.	94%	3%	1%	2%	1601
The local travel agencies offer good value for money.	49%	15%	4%	32%	1567
The tour guides are good.	57%	11%	3%	29%	1570
There are many opportunities to engage with the local people.	69%	17%	8%	6%	1591
The local handicrafts and textiles are of high quality.	63%	21%	4%	12%	1582
I enjoyed the trekking in the area.	39%	10%	4%	48%	1501
Tourism should contribute to the conservation of the region.	88%	6%	2%	4%	1594
I will recommend to my friends to visit this area.	94%	3%	1%	2%	1597

4.3 Satisfaction levels

This section of the questionnaire aims to understand levels of satisfaction about tourism related aspects of Inlay region, including tourism infrastructure, tourism activities and tourist products on offer. The overall purpose of this section, which includes Question 13, 14, 15, 16 and 17, is to work out whether respondents are generally satisfied or dissatisfied with their travel experience in the Inlay region.

4.3.1 Enjoyed most about the area

When asked what they enjoyed most about the Inlay area, more than a quarter of all domestic tourists answered 'nature' (26%). This was followed by 'pagodas and temples' with 20% of responses, 'Shan food' with 13%, and 'the lake' with 8%. It is very noteworthy that Myanmar nationals mention nature as a key enjoyment of the area. Nature therefore must be absolutely harnessed if enjoyment is to be sustained in the future. Handicrafts and garments as well as the boat ride on the lake were greatly enjoyed by 8% of domestic respondents, followed by trekking (6%), culture (5%) and people (3%).

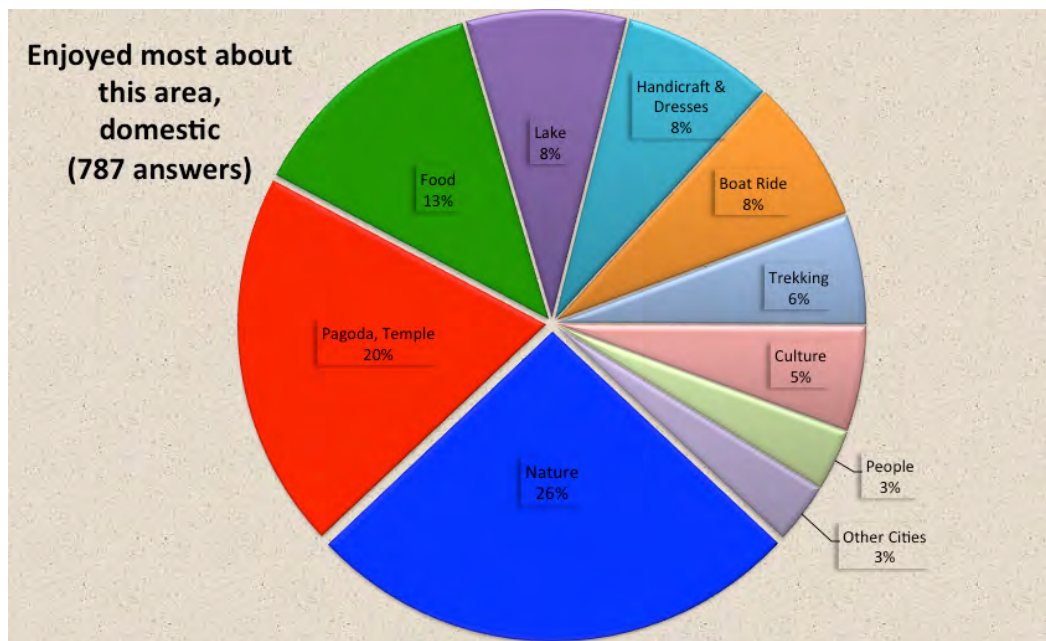


Figure 26: What did you enjoy most about this area? By domestic

Internationals gave the same response about what they enjoyed most and above all in the Inlay area (see Figure 27 below). For both Myanmar and foreigners (29%) 'nature' constituted their greatest enjoyment in the Inlay region. This was followed by the boat ride (12%) and the lake itself (10%), culture (5%) and trekking (5%). Pagodas and temples were only featured by 5% of international guests as greatest enjoyment. This is a somewhat surprising finding, which nonetheless has been supported by anecdotal evidence, newspaper articles and also in tourism reports. International tourists thoroughly enjoy visiting pagodas, but after seeing one after another, some tourists may get bored. Myanmar needs to diversify its range of attractions, and needs to establish a variety of interpretation plans for tours. Staying a competitive tourist destination will be the key in the future, and international guests seek diversity in activities. The local Shan food (4%), cycling around the lake (3%), and the ethnic handicrafts (1%) were the final aspects mentioned as very enjoyable experiences for foreigners.

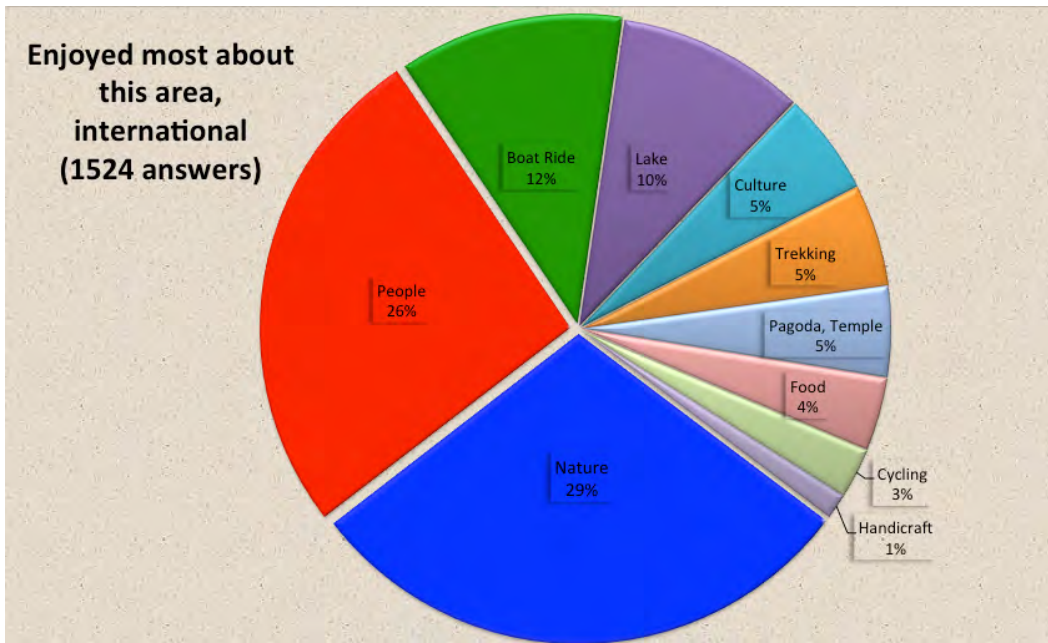


Figure 27: What did you enjoy most about this area? By international

4.3.2 Disliked most about this area

Respondents were offered to provide feedback about what they disliked most about the Inlay area. International tourists provided 737 answers, and 275 answers were given by from Myanmar nationals. The results provided some surprising similarities: most tourists, no matter if they're Myanmar national or foreigner, greatly appreciate an intact natural environment.

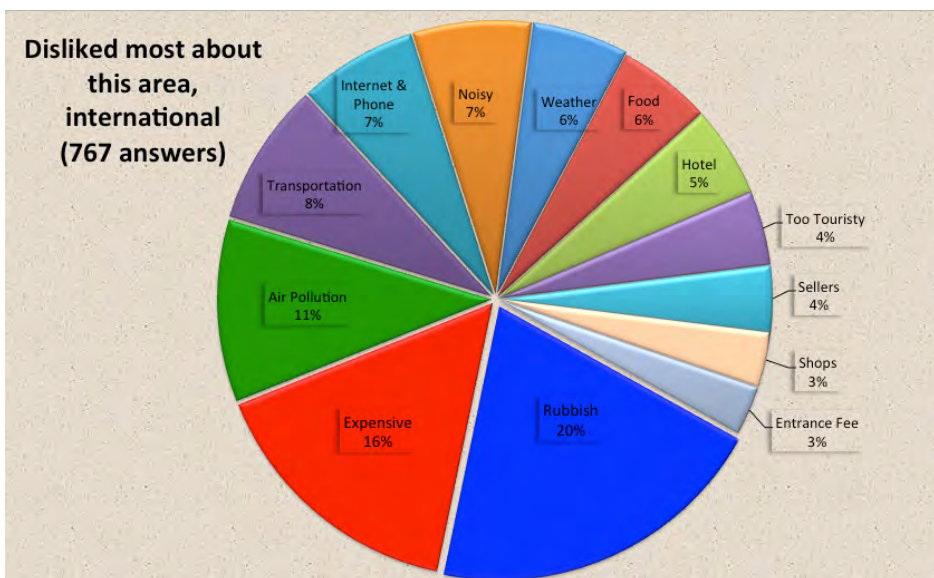


Figure 28: What did you dislike most about this area? By international

For international tourists 'rubbish' and 'high prices' were the two most problematic aspects of the Inlay region (Figure 28). For domestic visitors (Figure 29) the two most disliked aspects were transportation (33%) and rubbish (21%). In total, 11% of

international responses mentioned air pollution, which was likely due to the time of visitation in March. During this time the traditional burning of crops took place everywhere in Shan state, which severely impacted the quality of air and visibility. Myanmar nationals described the lack of decent internet, the dust and the food as dislike-able.

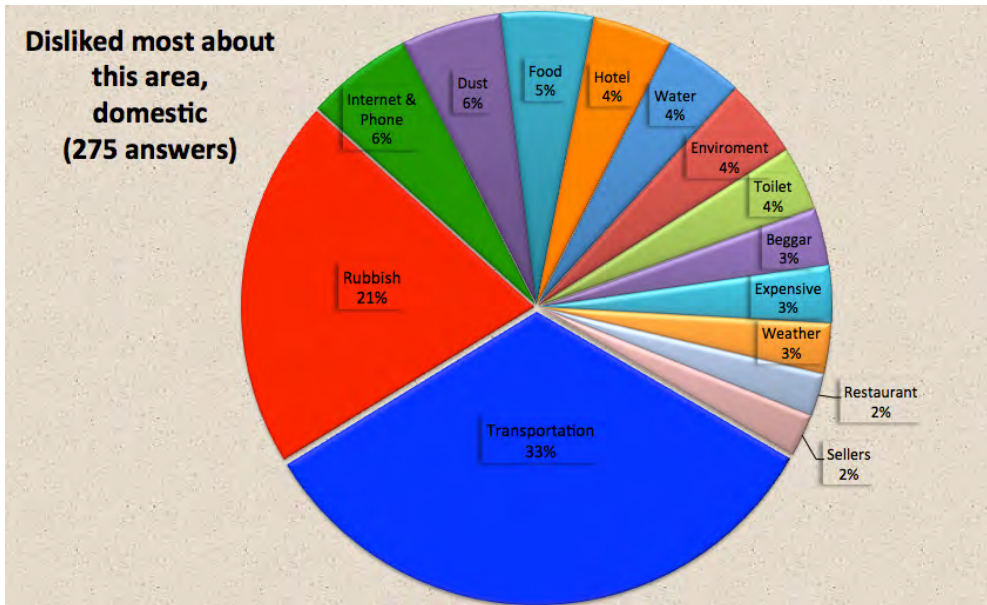


Figure 29: What did you dislike most about this area? By domestic

A small proportion (3%) of domestic tourists disliked encountering beggars, an aspect that was not mentioned by foreigners. Instead foreigners described some areas of Inlay region as ‘too touristy’, an aspect that did not emerge from Myanmar nationals.

4.3.3 Satisfaction with existing tourism infrastructure

Question 15 aimed to elicit information about respondents’ satisfaction levels about nine different kinds of variables: roads, the construction of new hotels and guesthouses, telecommunications and internet, train service, rubbish management, accessible tourism information about Inlay region, trekking routes, the range of tourist activities available, and the range of tourism products available. Respondents were invited to indicate their level of satisfaction with each item.

Surprisingly the quality of roads was not perceived as too bad, with overall satisfaction and neutrality given over the matter, by both foreigners (Figure 31) and Myanmar nationals (Figure 30). It is observed that 17% of Myanmar responses were very dissatisfied with the quality of roads.

Figure 30: Satisfied with roads? Domestic

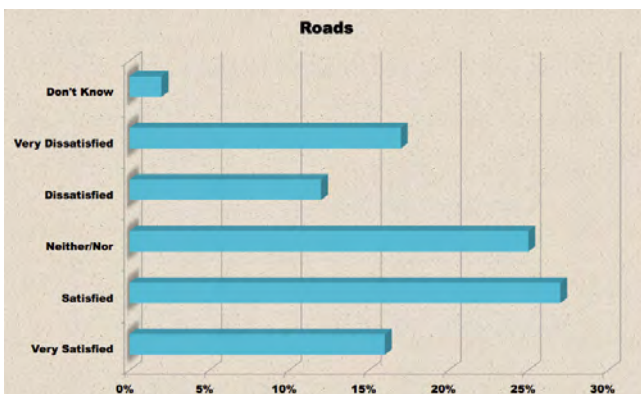
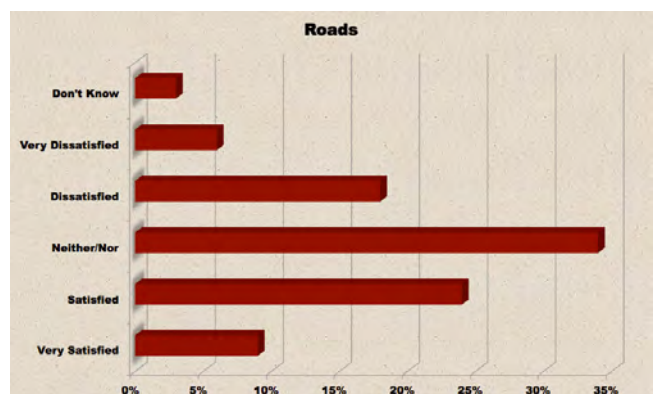


Figure 31: Satisfied with roads? International



The second item in question was the construction of new hotels and guesthouses (see Figures 32 and 33 below). The aim was to learn what tourists think about it, and whether they are satisfied.

Both Myanmar and foreigners stated that they did not know much about planned constructions, but they were overall relatively satisfied with it.

Figure 32: Satisfied with construction? Domestic

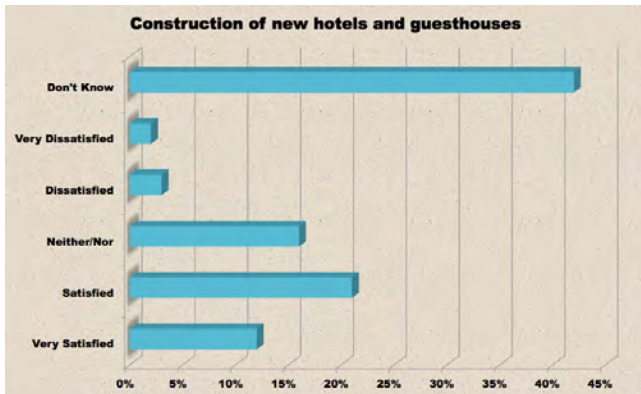


Figure 33: Satisfied with construction? International

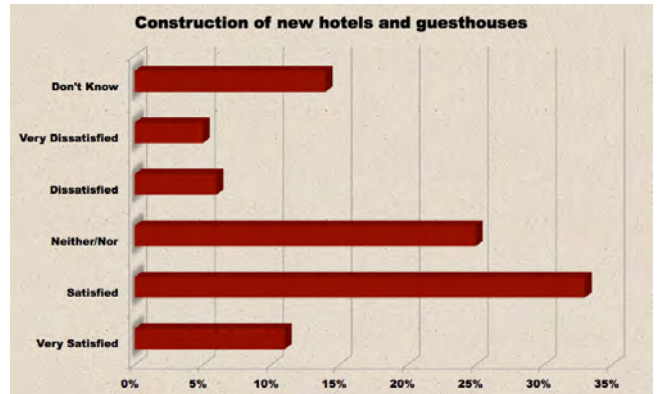


Figure 34 and Figure 35 clearly illustrate that both Myanmar and international tourists were dissatisfied with the poor telecommunications and internet infrastructure.

Figure 34: Satisfied with internet? Domestic

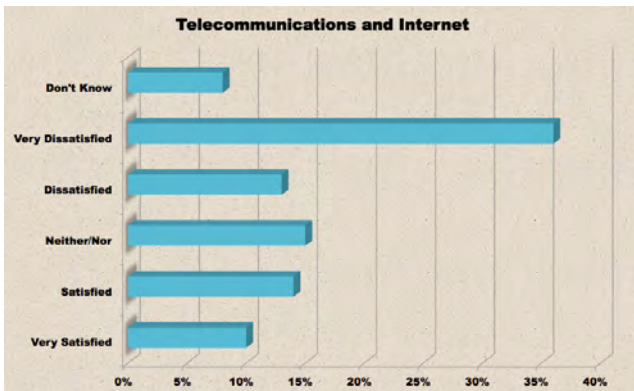
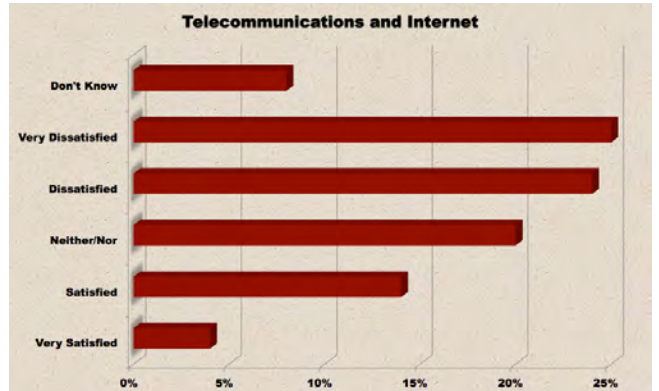


Figure 35: Satisfied with internet? International



The train services elicited a very clear response from all respondents (Figure 36 and 37 below). Nearly 60% of all participants were not aware of train services in the region, and could therefore not provide information about their satisfaction with it.

Figure 36: Satisfied with train services? Domestic

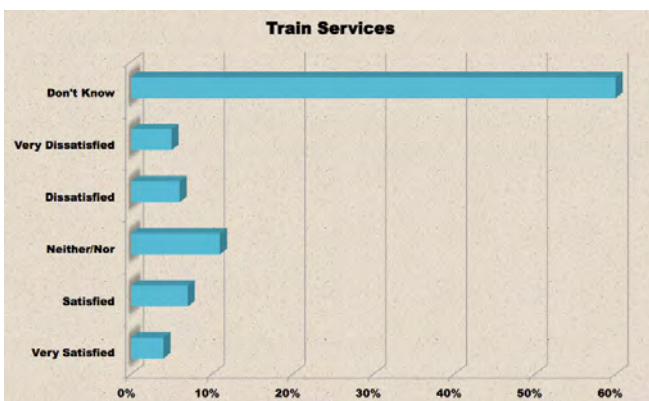
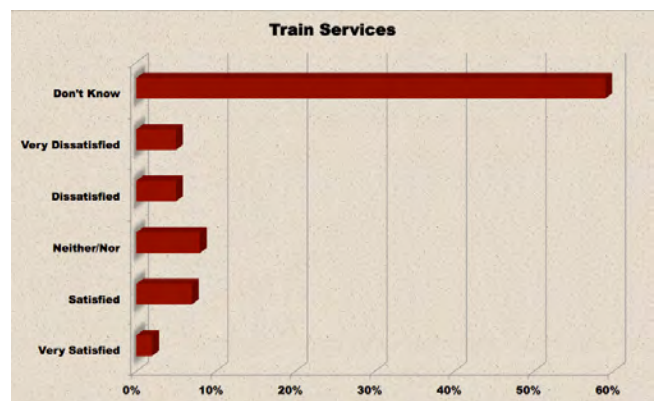


Figure 37: Satisfied with train services? International



Rubbish management was perceived as dissatisfying for international visitors, and relatively satisfying for Myanmar nationals (Figure 39 and Figure 40 below). Foreigners were more critical about inadequate rubbish management than their Myanmar counterparts, who stated general satisfaction and/or neutrality on the matter. This is a very interesting result as it may have implications about how the problem of rubbish management may be dealt with at local level. This very notable discrepancy in satisfaction between domestics and internationals should be kept in mind for future sustainable tourism development action plans.

Figure 38: Satisfied with rubbish? Domestic

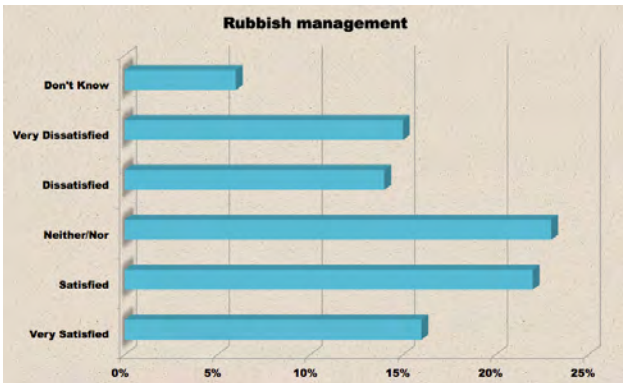
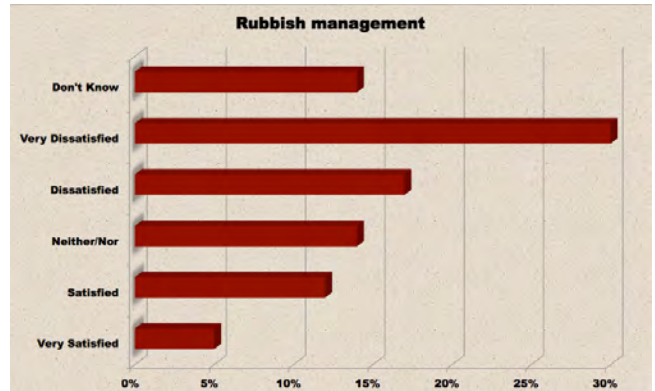


Figure 39: Satisfied with rubbish? International

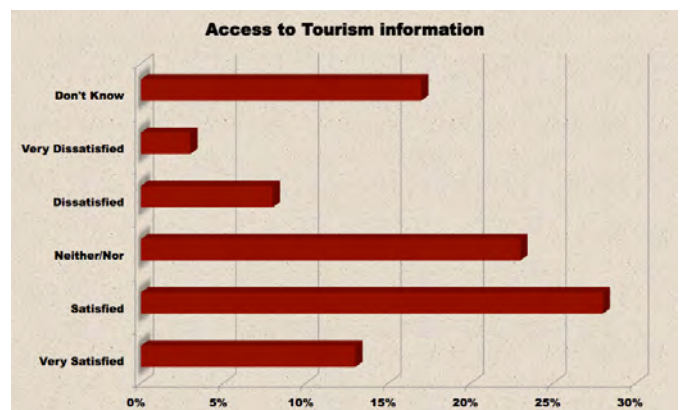


From our own research about the area we learned that access to tourism information (Figure 40 and 41) was limited, which is why we included this aspect here. Respondents were asked to rank their level of satisfaction about whether they think enough information has been provided. Most visitors, both international and domestic, perceived overall relatively high levels of satisfaction with access to tourism information.

Figure 40: Satisfied with access to info? Domestic



Figure 41: Satisfied with access to info? International



Trekking can provide a viable income through well-prepared communities that develop small scale community based tourism initiatives, which generate benefits to the local communities. Due to

the potential of trekking bringing benefits to the poor, we included a question that allowed respondents to rank their level of satisfaction with the current trekking routes in Inlay and surrounding hills. Most respondents, however, indicated that they had not taken part in trekking in the area. For those who did, satisfaction levels were high (see Figures 42 and 43 below).

Figure 42: Satisfied with trekking routes? Domestic

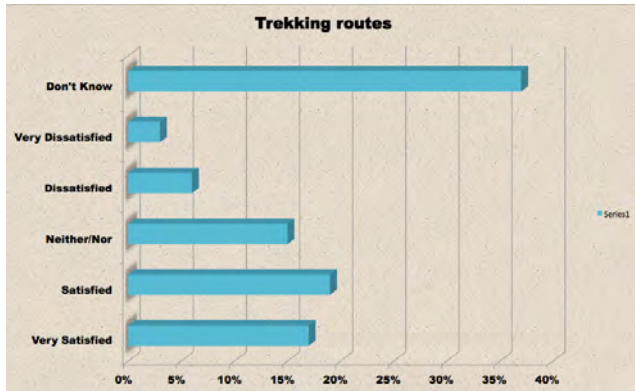
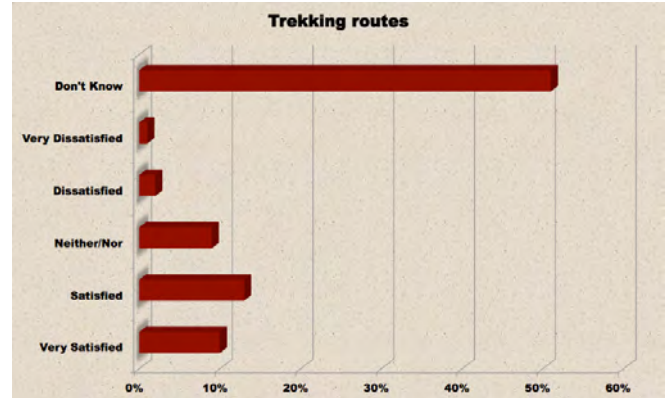


Figure 43: Satisfied with trekking routes? International

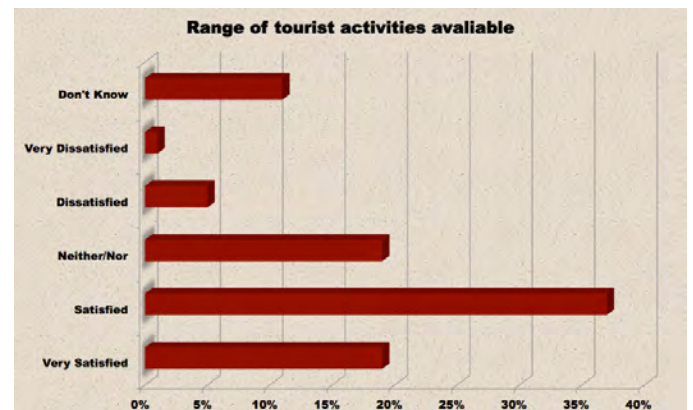


The next aspect to be assessed in terms of satisfaction was the range of tourist activities. The results reveal a general satisfaction with the range of tourist activities available in the area from both, foreigners and Myanmar nationals (Figure 44 and 45). It is notable that 23% of Myanmar nationals stated they were unaware of the range of activities available.

Figure 44: Satisfied with activities? Domestic



Figure 45: Satisfied with activities? International



The final variable to be assessed was the range of products available in the Inlay area. Most respondents, including Myanmar and foreigners, expressed levels of satisfaction with the products available (Figure 46 and 47). However both groups also indicated a lack of awareness about what is on offer. Of the Myanmar respondents 16% were unaware, while 10% of international visitors indicated that they did not know how to assess the range of products available in the Inlay region.

Figure 46: Satisfied with products? Domestic

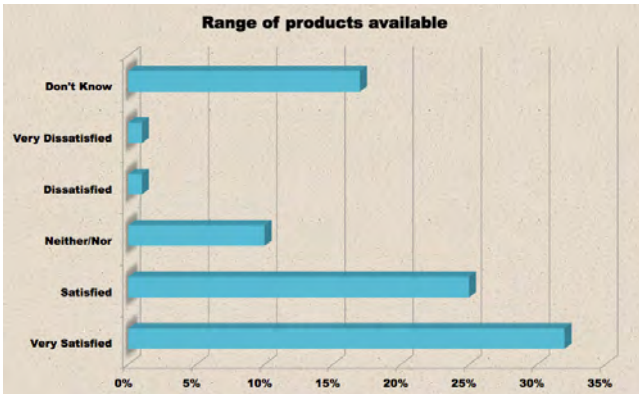
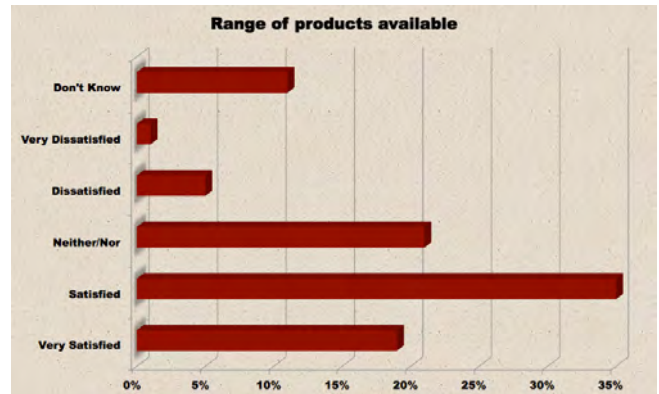


Figure 47: Satisfied with products? International



4.3.4 Suggestions for new activities

To examine future niche markets and potential opportunities missed, participants were asked in Question 16 whether there was anything they would have liked to do that was not available in the area. Of all participants, 82% could not think of anything to do that was not available in the area. Only 17% of all respondents suggested alternatives, which may indicate overall relatively high levels of satisfaction with the activities on offer.

Figure 48: Suggestions for new activities, by domestic

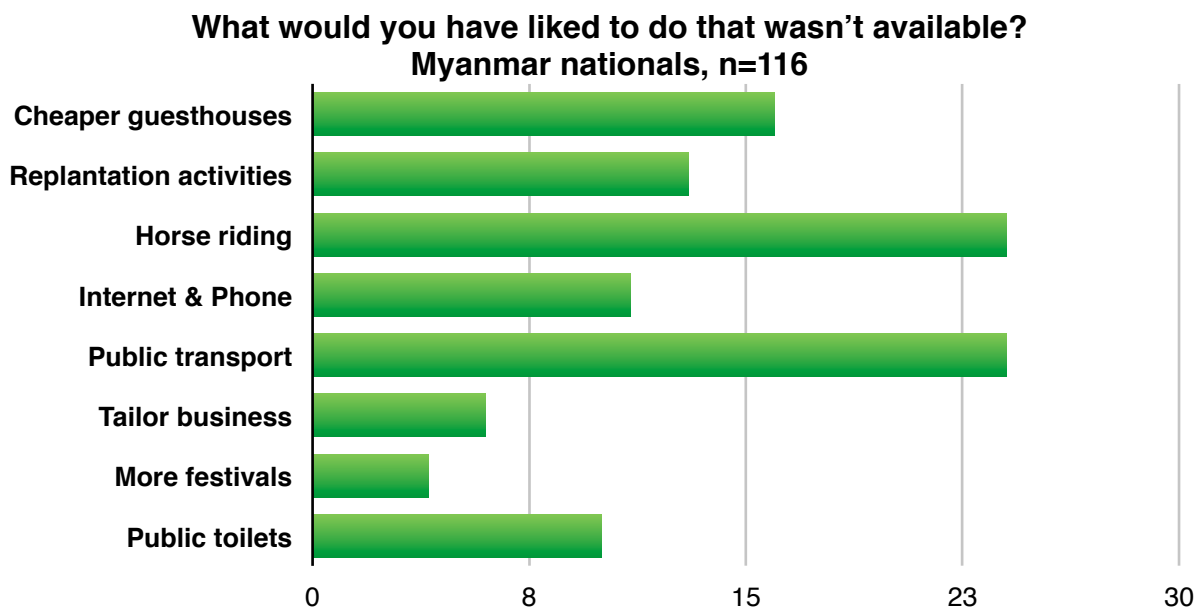
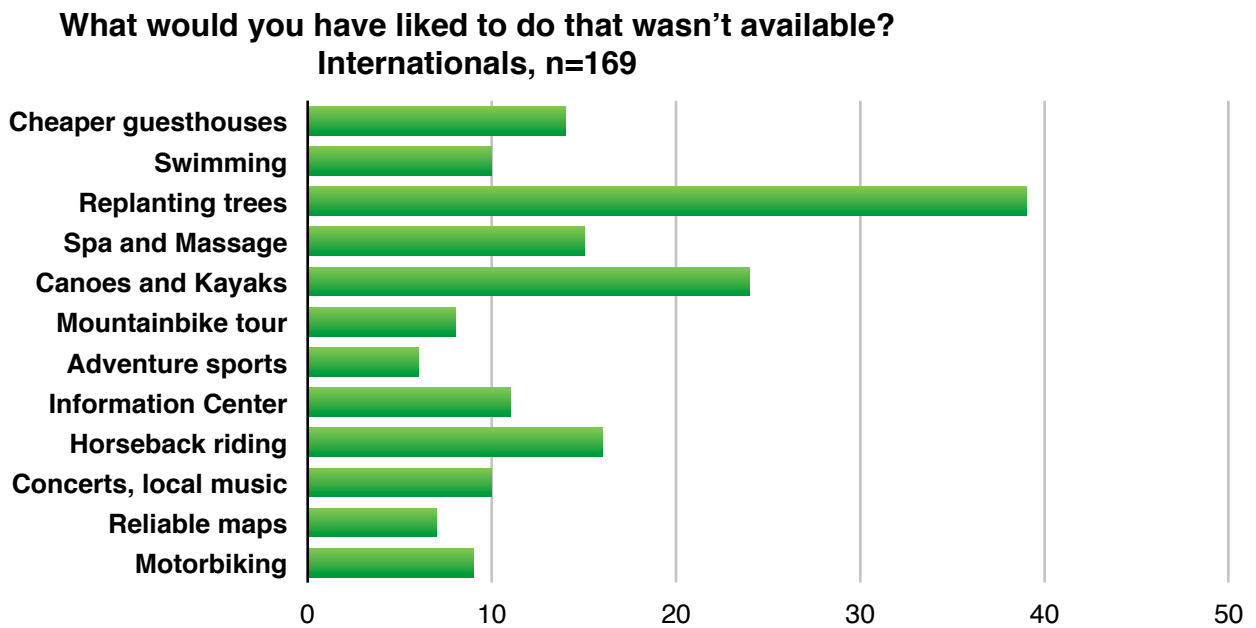


Figure 49: Suggestions for new activities, by international



Of the 116 suggestions received from Myanmar nationals, 23 mentioned an improvement of public transport and better roads for more destinations to be reached easier. Horse riding was a popular suggestion by 23 domestics, closely followed by 17 people who called for reduced prices of guesthouses. The reduction of prices would make traveling affordable to a wider range of domestic tourists. Some 13 Myanmar people suggested a re-plantation activity for tourists, which they would have liked to participate in when they visited the area. The near complete lack of public toilets was mentioned by 9 people.

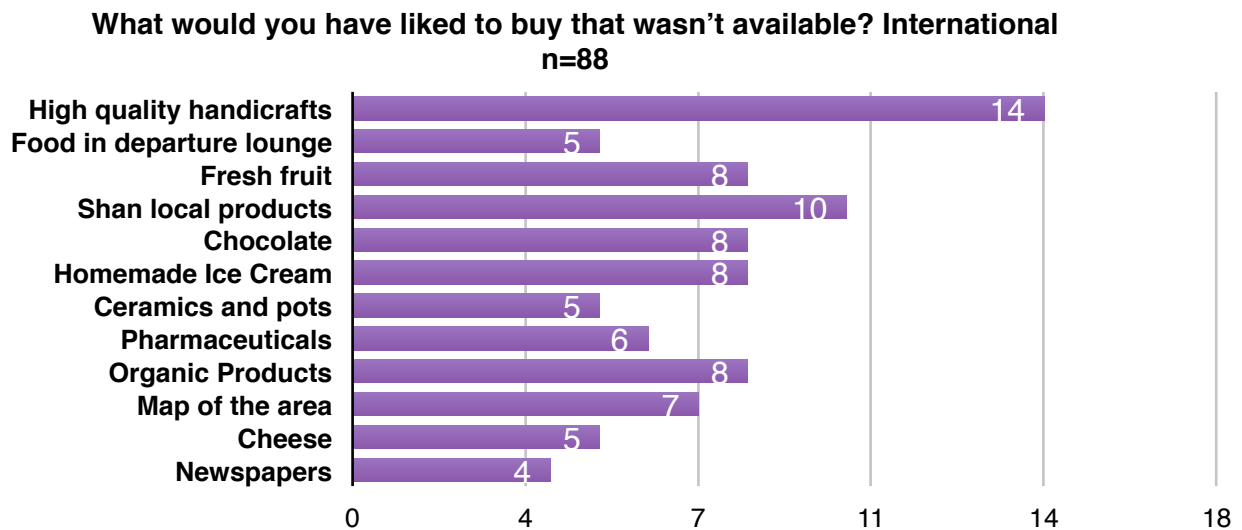
Like Myanmar nationals, foreigners also mentioned green activities such as replantation schemes, which was followed in popularity by canoes and kayaks, and horseback riding. Indeed, most of internationals' suggestions were related to adventure and thrill-seeking, including motorbiking. Spas and massages were missed by 15 people, and 14 stated their wish for cheaper accommodation. The lack of a tourist information centre in the area was lamented by 12 respondents. A lack of swimming facilities and designated areas in the lake for swimming was mentioned by 10 people, with another 10 people suggesting concerts with local musicians and more music festivals.

4.3.5 Suggestions for new products

The final question was similar to above, but related specifically to products that respondents would have liked to purchase but were not available. Again the aim was for tourists to identify potential overseen opportunities.

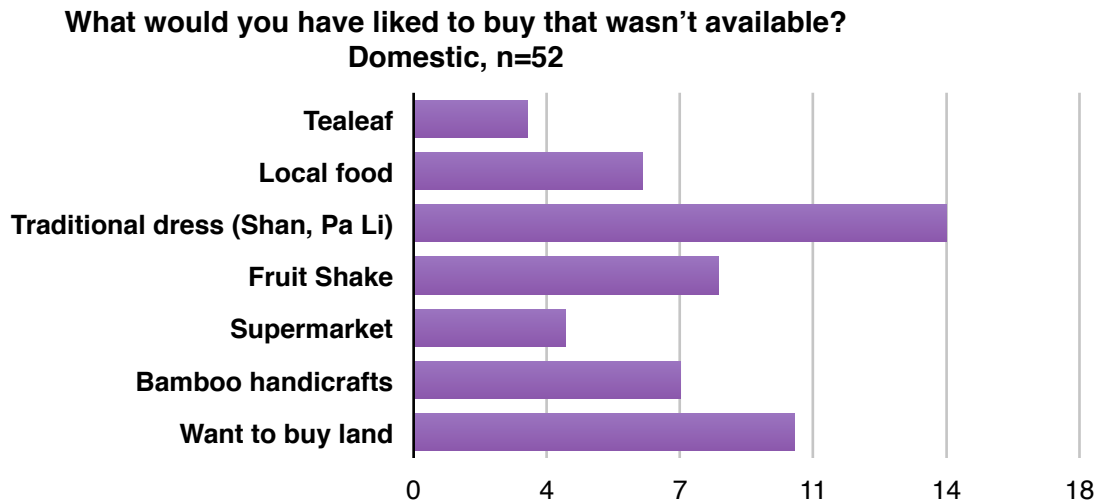
Of all international participants, 14 mentioned a perceived lack of high-quality handicrafts available in the area (Figure 50). Shan local products were missed by 10 people. Fresh fruit, chocolate, organic products and homemade ice-cream were mentioned as missing by 8 people respectively. A reliable and accurate map of the region was not available for purchase, as stated by 7 foreigners. Pharmaceuticals and beauty products were missed by 6 respondents.

Figure 50: Suggestions for new products, by international



Myanmar nationals were particularly pointing to the missed opportunity of purchasing traditional dress, in particular Shan and Pa Li traditional dress. Interestingly 9 domestic tourists stated that they wished to buy land, but that such land was not available for purchase. Fruit-shakes were mentioned by 8 people as lacking, followed by a perceived absence of bamboo handicraft available in the area (7). Local food was perceived as scarce by 6 participants, while a supermarket was called for by 4 respondents. Laphet was not available for purchase as perceived by 3 Myanmar nationals.

Figure 51: Suggestions for new products, by domestic



5. Conclusion

This research project examined tourist perceptions of Inlay region as a tourist destination. By questioning 1756 domestic and international tourists about their travel habits, this project constituted the first research of its kind in the region. Stemming from the distinct need to gather accurate data in order to develop meaningful and sustainable destination management projects that benefit a wide range of people, the results presented here inform the Regional Tourism Destination Management Plan (RTDMP) by providing rich background about the tourist market.

The objectives of the project were to provide a profile of international and domestic tourists, to study their travel motivations, destinations visited, preferred accommodation and mode of transportation, information sources used, average length of stay, and satisfaction levels. By attending to the similarities and differences between international and domestic tourists visiting the Inlay region, their preferences can be better included in tourism development projects. Future sustainable tourism management will require catering for both domestic and international needs.

The sample showed an almost equal distribution of gender, with one quarter of participants being relatively young (25-35 years). Myanmar nationals were quite young compared with international visitors, who were on average older. Domestic tourists were employed in a wide range of professions, from seller to employee to teacher. The largest group of foreigners was retired, followed by employees, teachers, engineers, students and managers. Europeans made up more than 60% of all international respondents, while most Myanmar participants were residing in Yangon, Mandalay or Taunggyi. Most domestic and international tourists were highly educated, with more than three-quarters of foreigners holding a university degree. Of all Myanmar travellers, nearly 40% held a university postgraduate degree and 30% had obtained vocational training.

The difference between international and domestic travel behaviour

The average expenditure per day was 26 USD for Myanmar nationals and 90 USD for internationals. Thus international tourists spend on average three times more than Myanmar nationals per day. In terms of travel parties, more than half of Myanmar people visited the region as part of a group tour, while only one third of foreigners traveled in a group tour. Nearly one quarter of all internationals visited the region as a couple, while only 1% of Myanmar nationals visited the area with their partners. Myanmar nationals stayed on average 3 days in the region, while international tourists remained 4 days. Almost all international visitors visited Inlay lake, more than half stayed in Nyaungshwe, and about one third went to Kalaw. The emerging destination Pindaya in Danu area was mentioned by one third of foreigners. Myanmar nationals, in contrast, spread themselves much more widely across the region than their foreign counterparts.

More than one third of foreigners had arrived to the area by plane, while domestic tourists used different types of transportation: one third of domestic tourists arrived in a private car, and one quarter of domestics by public bus. Upon arrival most foreigners stayed in high-end hotels or medium-end hotels, with some preferring guesthouses. Myanmar nationals, however, overnights quite differently: about half of all Myanmar respondents stayed in monasteries, and only 10% chose high-end hotels.

Nearly all foreigners visited the area as part of a wider tour of Myanmar, with the most popular destination being Bagan, closely followed by Yangon, Inlay and Mandalay. For Myanmar nationals the most popular destination was Kakku, followed by Inlay lake and Pindaya. The data revealed that international tourists visit the most accessible tourist destinations in Myanmar. In contrast to Myanmar nationals, only few internationals seem to venture off the beaten path.

The main motivation for visiting Inlay for foreigners was cultural experience. Around one quarter stated relaxation as their main motivation, as well as the desire to experience authenticity. However, the travel motivations of domestic tourists were different: nearly three quarters of Myanmar nationals visited the Inlay region to make spiritual merit, and relaxation was mentioned by only a small proportion of domestic tourists.

With regards to activities, international and domestic were not too dissimilar: nearly all Myanmar nationals visited pagodas, and nearly half took part in both, guided boat tours on Inlay lake, and shopping on the local markets. Similarly, 82% of international tourists visited the temples, stupas and pagodas in the region, followed by a guided boat tour of Inlay lake and visiting the markets. About one third of all foreigners visited ethnic minorities and cycled around, and about one quarter of foreigners went trekking.

Preferred information sources revealed a slightly diverse result, with implications for future awareness-raising campaigns. More than half of Myanmar nationals came to Inlay because of word of mouth, with about one third mentioning the influence of tour operators. One quarter of Myanmar stated that both TV and newspaper articles had shaped their desire to visit the area. International tourists on the other hand considered guidebooks and tour operators as a key source

of information. The internet represented a key source of information about Inlay region for international tourists, but was rarely mentioned by Myanmar nationals.

Many similarities appeared when analysing levels of agreements of the tourism statements. Nearly all participants, whether they were Myanmar nationals or foreigners, were generally quite happy with what was on offer in the region. Almost all respondents indicated they would recommend the destination to their peers. When asked what they enjoyed most about the Inlay area, more than a quarter of domestic tourists answered 'nature', followed by 'pagodas and temples' and 'Shan food'. Internationals gave the same response about what they enjoyed most in the area. Thus for both Myanmar and foreigners 'nature' constitutes their greatest enjoyment in the Inlay region. For international tourists 'rubbish' and 'high prices' were the two most problematic aspects of the Inlay region, while for domestic visitors the two most disliked aspects were transportation and rubbish. Nature therefore must be absolutely harnessed if enjoyment of Inlay lake is to be sustained in the future.

The quality of roads was not perceived as too bad, with relative satisfaction given by both foreigners and Myanmar nationals. However, all shared their dissatisfaction with the poor telecommunications and internet infrastructure. Finally, participants pointed to the same 'missed opportunity': both international and domestic tourists identified a re-plantation scheme for tourists as something they would have liked to participate in when visiting the area.

6. Appendices

Questionnaire in English

Questionnaire in Myanmar language



THE GOVERNMENT
OF THE GRAND DUCHY OF LUXEMBOURG
Ministry of Foreign and European Affairs



Directorate for Development Cooperation
and Humanitarian Affairs

To help us continue to look after Inlay Lake and the surrounding hill areas for you to experience and enjoy, we greatly appreciate you taking the time to help us answer this questionnaire. All answers will be used for statistical purposes only, and we assure you strict confidentiality.

1. In Inlay area, are you travelling (Please tick ONE)

- Alone (independently)¹
- Independently as a couple³
- Independently with friends⁵ (# people ____)
- Independently with family² (# people ____)
- On a group tour⁴ (# people ____)
- Other⁶ (please specify) _____

2. How did you arrive here? (Please tick ONE)

- By Plane¹
- By Public Bus³
- By Train⁵
- By Private Car²
- By Tour Bus⁴
- Other⁶ (please specify) _____

3. What type of accommodation did you use? (Please tick all that apply)

- High-end Hotel¹
- Guesthouse³
- Village accommodation⁵
- Medium-range Hotel²
- Monastery⁴
- Other⁶ (please specify) _____

4a. Are you visiting other regions in Myanmar on this trip? Yes¹ No²

4b. If NO go to Q5, if YES where else are you visiting in Myanmar?

5a. Are you visiting other countries on this trip? Yes¹ No²

5b. If NO go to Q6, if YES what other countries are you visiting on this trip?

6. What is your main reason for visiting this area on this trip? (Please tick ONE)

- Relaxation¹
- Business³
- Pilgrimage/spiritual merit⁵
- Shopping for local products⁷
- Other⁹ (please specify) _____
- Visiting friends/relatives²
- Experiencing authenticity⁴
- Environmental experience⁶
- Cultural experience⁸

7a. Is this your first visit to this area? Yes¹ No²

7b. If YES, go to Question 8. If NO, how many times have you been before? _____ Times

8. How long are you staying in this area on this trip? _____ Nights

9. Where have you been or intend to travel in this area? (Tick all that apply)

- Inle Lake¹
- Samkar Lake³
- Kalaw⁵
- Taunggyi⁷
- Other⁹ (please specify) _____
- Nyaungshwe²
- Pindaya⁴
- Kakku⁶
- Htan Sam Cave⁸

10. What are the activities you took part in when visiting this area? (Tick all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Visiting Pagodas ¹ | <input type="checkbox"/> Guided boat tour ² |
| <input type="checkbox"/> Trekking ³ | <input type="checkbox"/> Visiting the markets, shopping ⁴ |
| <input type="checkbox"/> Birdwatching ⁵ | <input type="checkbox"/> Cycling ⁶ |
| <input type="checkbox"/> Visiting ethnic minorities ⁷ | <input type="checkbox"/> Other ⁸ (please specify) _____ |

11. How did you find out about this area? (Tick all that apply)

- | | | | |
|--|--|---|---|
| <input type="checkbox"/> Tour operator ¹ | <input type="checkbox"/> Guidebook ² | <input type="checkbox"/> TV ³ | <input type="checkbox"/> Newspaper ⁴ |
| <input type="checkbox"/> Magazine ⁵ | <input type="checkbox"/> Internet ⁶ | <input type="checkbox"/> Travel brochure ⁷ | <input type="checkbox"/> Radio ⁸ |
| <input type="checkbox"/> Hotel/guesthouse ⁹ | <input type="checkbox"/> Word of mouth ¹⁰ | <input type="checkbox"/> Other ¹¹ _____ | |

**12. Please tell us whether you agree or disagree with the following statements.
(Circle ONE: 1= Completely Agree, 2= Agree, 3= Neither Agree nor Disagree, 4= Disagree, 5= Completely Disagree, 0= Don't Know)**



	1	2	3	4	5	0
1. Cultural, historic and natural attractions are easily accessible.						
2. There are many transport options to the surrounding destinations.						
3. Hotels and guesthouses offer good value for money.						
4. To experience the unique environment is the main reason of my visit.						
5. I like learning about ethnic minorities and their traditions.						
6. I'm satisfied with service and food offered in the local restaurants.						
7. I feel safe visiting this area.						
8. The local travel agencies offer good value for money.						
9. The tour guides are good.						
10. There are many opportunities to engage with the local people.						
11. The local ethnic handicrafts and textiles are high quality.						
12. I have enjoyed hiking and trekking in the area.						
13. Tourism should contribute to the conservation of the region.						
14. I will recommend to my friends to visit this area.						




13. What are the two things you enjoyed most about this area?

1. _____
 2. _____

14. What are the two things you disliked most about this area?

1. _____
 2. _____

15. How satisfied or unsatisfied are you with the following? (1= Very Satisfied, 2= Satisfied, 3= Neither Satisfied Nor Unsatisfied, 4= Unsatisfied, 5= Very Unsatisfied, 0= Don't Know)

							DK
	1	2	3	4	5	0	
Roads ¹	1	2	3	4	5	0	
Construction of new hotels and guesthouses ²	1	2	3	4	5	0	
Telecommunications and Internet ³	1	2	3	4	5	0	
Train Services ⁴	1	2	3	4	5	0	
Rubbish management ⁵	1	2	3	4	5	0	
Access to Tourism Information ⁶	1	2	3	4	5	0	
Trekking routes ⁷	1	2	3	4	5	0	
Range of tourist activities available ⁸	1	2	3	4	5	0	
Range of products available ⁹	1	2	3	4	5	0	

16a. Is there anything you would have liked to do that was not available in this area?

- Yes¹ No²

16b. If NO go to Q17a, if YES, please tell us what you would have liked to do in this area.

17a. Is there anything you would have like to buy that was not available?

- Yes¹ No²

17b. If NO go to Q18, if YES please tell us what you would have liked to buy.

18. What is your estimated average spending per day in this area?

US\$ / MMK _____

19. What is your age?

- < 25 years¹ 25 - 34 years² 35 - 44 years³
 45 - 54 years⁴ 55 - 64 years⁵ > 65 years⁶

20. What is your gender: Male¹ Female²

21. What is your profession? _____

22. Where do you currently reside? Country _____

23. What is your Nationality? _____

24. What is the highest level of education that you completed?

- Grade School/Primary School¹ High School²
 Vocational/Trade/Technical School, College or Institute³ University Undergraduate⁴
 University Postgraduate⁵ Other⁶ _____

Thank you very much for participating in this survey.



THE GOVERNMENT
OF THE GRAND DUCHY OF LUXEMBOURG
Ministry of Foreign and European Affairs

ICIMOD

Directorate for Development Cooperation
and Humanitarian Affairs

အင်းလေးကန်နှင့်အင်းလေးကန်တဝိုက်ရှိတောင်များကိုထိန်းသိမ်းစောင့်ရှောက်ရန်သင်၏အတွေ့အကြုံ
ဖြင့်ကျွန်ုပ်တို့ကိုကူညီပါ။မေးခွန်းများအားအချိန်ယူပြီးဖြေကြားပေးတဲ့အတွက်ကျေးဇူးတင်ရှိပါသည်။

အဖြေများကိုမှတ်တမ်းတင်ရုံအတွက်သာအသုံးပြုပါသည်။

1. အင်းလေးမှာလည်ပတ်နေပါသလား (ကျေးဇူးပြုပြီးတစ်ခုခုရရှိပါ):

- တစ်ယောက်တည်းလွတ်လပ်စွာ¹ မိသားစုဖြင့်လွတ်လပ်စွာ² (လူဦးရေ# _____)
- ချစ်သူဖြင့်လွတ်လပ်စွာ³ အဖွဲ့လိုက်ခရီးထွက်ခြင်း⁴ (လူဦးရေ# _____)
- သူငယ်ချင်းများဖြင့်လွတ်လပ်စွာ⁵ (လူဦးရေ# _____)
- တခြားအကြောင်းအရာ⁶ (တိကျစွာဖော်ပြပေးပါ) _____

2. သင်ဒီကိုဘယ်လိုလာခဲ့သလဲ (ကျေးဇူးပြုပြီးတစ်ခုခုရရှိပါ)

- လေယာဉ်ပျံ¹ ကိုယ်ပိုင်ယာဉ်²
- အဝေးပြေးကား³ တိုင်းကား⁴
- မီးရထား⁵ တခြား⁶ (တိကျစွာဖော်ပြပေးပါ) _____

3. ဘယ်မှာတည်းလဲ? (ကျေးဇူးပြုပြီးတစ်ခုခုရရှိပါ)

- အဆင့်မြင့်ဟိုတယ်¹ အလတ်စားဟိုတယ်²
- တည်းခိုခန်းများ³ ဘုန်းကြီးကျောင်း⁴
- ရွာတွင်တည်းခို⁵ တခြား⁶ (တိကျစွာဖော်ပြပေးပါ) _____

4a. ဤခရီးစဉ်မှာမြန်မာနိုင်ငံရှိတခြားဒေသများကိုလည်ပတ်မှာပါသလား? လည်မည်¹ မလည်ပါ²

4b. မဟုတ်လျှင်မေးခွန်းနံပါတ် ၅ ကိုသွားပါ။ ဟုတ်လျှင်မည်သည့်နေရာကိုသွားခဲ့သနည်း?

5a. ဤခရီးစဉ်မှာသင်အခြားနိုင်ငံများကောလည်ပတ်နေပါသလား? လည်မည်¹ မလည်ပါ²

5b. မဟုတ်လျှင်မေးခွန်းနံပါတ် 6 ကိုသွားပါ။ ဟုတ်လျှင်မည်သည့်နိုင်ငံကိုသွားခဲ့သနည်း?

6. မည်သည့်အဓိကအကြောင်းအရာဖြင့်ဤခရီးစဉ်တွင်ဒီဒေသကိုလည်ပတ်ပါသလဲ? (ကျေးဇူးပြုပြီးတစ်ခုဖြစ်ပါ)

- အပန်းဖြေ¹
- အလုပ်ကိစ္စ³
- ဘုရားဖူး⁵
- ဈေးဝယ်ထွက်ခြင်း⁷
- တခြားအကြောင်းအရာ (တိကျစွာဖော်ပြပေးပါ)⁹ _____
- သူငယ်ချင်းနှင့်အမျိုးမျိုးသို့လည်ပတ်ခြင်း²
- နဂိုသဘာဝအတိုင်းကျန်သောဒေသ⁴
- သဘာဝပတ်ဝန်းကျင်ဆိုင်ရာလေ့လာရေး⁶
- ယဉ်ကျေးမှုဆိုင်ရာ ဗဟုသုတ လေ့လာရေး⁸

7a. ဤဒေသကိုလည်ပတ်တာပထမဆုံးအကြိမ်ပါလား ဟုတ်သည်¹ မဟုတ်ပါ²

7b. ဟုတ်လျှင်မေးခွန်းနံပါတ် 8 ကိုဖြေပေးပါ။ မဟုတ်လျှင်ဤဒေသကိုဘယ်နှခါရောက်ဖူးပါသလဲ? ကြိမ်ရေ _____

8. ဒီတစ်ခေါက်ဤဒေသမှာဘယ်လောက်ကြာကြာနေမှာပါသလဲ? _____ ည

9. အောက်ဖော်ပြပါနေရာဒေသများကိုဘုရားဖူးရန်ဖြစ်စေ၊ အလည်အပတ်ဖြစ်စေရောက်ဖူးပါသလား? (အမှန်တစ်ခုမကဖြစ်နိုင်ပါသည်)

- အင်းလေးကန်¹
- စံကားဒေသ³
- ကလေး⁵
- တောင်ကြီး⁷
- တခြား (တိကျစွာဖော်ပြပေးပါ)⁹ _____
- ညောင်ရွှေ²
- ပင်းဒေသ⁴
- ကပ်ကူ⁶
- ထန်ဆမ်းပူ⁸

10. ဤဒေသကိုလာရောက်လည်ပတ်ချိန်မှာဘယ်လိုလည်ပတ်ပါသလဲ? (အမှန်တစ်ခုမကဖြစ်နိုင်ပါသည်)

- ဘုရားများကိုလည်ပတ်ခြင်း¹
- တောင်တက်ခြင်း³
- ဂုဏ်ကြည့်ခြင်း⁵
- တိုင်းရင်းသား လူနည်းစုထံလည်ပတ်ခြင်း⁷
- လေ့စီးခြင်း²
- ဈေးသို့လည်ခြင်း၊ ဈေးဝယ်ထွက်ခြင်း⁴
- စက်ဘီးဖြင့်လည်ခြင်း⁶
- တခြားအကြောင်းအရာ (တိကျစွာဖော်ပြပေးပါ)⁸ _____

11. ဤဒေသကိုမည်သို့ရှာတွေ့ပါသနည်း? (အမှန်တစ်ခုမကဖြစ်နိုင်ပါသည်)

- ခရီးသွားလှုပ်ငန်း¹
- သတင်းစာ⁴
- ခရီးသွားလက်ကမ်းစာစောင်⁷
- တခြားခရီးထွက်သူများမှတစ်ဆင့်¹⁰
- ဧည့်လမ်းညွှန်စာအုပ်²
- ဂေ့ဇင်း⁵
- ရေဒီယို⁸
- တခြားအကြောင်းအရာ (တိကျစွာဖော်ပြပေးပါ)¹¹ _____
- တီဗွီ³
- အင်တာနက်⁶
- ဟိုတယ်၊ တည်းခိုခန်း⁹

12. ကျေးဇူးပြုပြီးအောက်ဖော်ပြပါအချက်အလက်များကိုသဘောတူသည်၊မတူသည်ပြောပြပေးပါ
 (စက်ဝိုင်း၁= လုံးဝသဘောတူပါသည်၊ ၂= သဘောတူပါသည်၊ ၃= သဘောလည်းတူသည်သဘောလည်းမတူပါဘူး၊ ၄= သဘောမတူပါ၊ ၅= လုံးဝသဘောမတူပါ၊ ၀=မသိပါ။)

	😊		😐		☹️	DK
ယဉ်ကျေးမှု၊သမိုင်းကြောင်းနှင့်သဘာဝဆွဲဆောင်မှုရှိရာကိုသွားလာရန် လွယ်ကူပါသည်။ ¹	1	2	3	4	5	0
ယင်းဒေသတိုက်မှာခရီးသည်သယ်ယူပို့ဆောင်ရေးစနစ်အများအပြားကိုတွေ့နိုင်ပါ သည်။ ²	1	2	3	4	5	0
ဟိုတယ်နှင့်တည်းခိုခန်းများ၏ဝန်ဆောင်မှုမှာပေးရသောငွေကြေးနှင့်တန်ဖိုးပါသည်။ ³	1	2	3	4	5	0
ယခုလည်ပတ်သည့်အဓိက အကြောင်းရင်းမှာတစ်ဖူးခြားသောအတွေ့အကြုံ ရချင်၍ဖြစ်ပါသည်။ ⁴	1	2	3	4	5	0
တိုင်းရင်းသားလူမျိုးစုများ၏ရိုးရာဓလေ့များကို သင်ယူရတာ နှစ်သက်ပါသည်။ ⁵	1	2	3	4	5	0
ဒေသခံစားသောက်ဆိုင်များမှပေးသောဝန်ဆောင်မှုနှင့်အစားအစာများကိုကျွန်တော် ကြိုက်နှစ်သက်ပါသည်။ ⁶	1	2	3	4	5	0
ဤဒေသကိုလည်ရပ်ရတာလုံခြုံမှုရှိပါသည်။ ⁷	1	2	3	4	5	0
ဒေသခံခရီးသွားလာရေးအေးဂျင့်များမှခရီးသွားစရိတ်သင့်တင့်ပါသည်။ ⁸	1	2	3	4	5	0
ခရီးသွားရိုက်များမှာအလွန်ထောက်အကူပြုပါသည်။ ⁹	1	2	3	4	5	0
ဒေသခံလူများထိတွေ့ ဆက်ဆံရန် အခွင့်အရေး ရှိပါသည်။ ¹⁰	1	2	3	4	5	0
ဒေသခံလူမျိုးများရိုက်မှုပညာပစ္စည်းများနဲ့အထည်အလိပ်များမှာ အရည်အသွေးမြင့်မားပါသည်။ ¹¹	1	2	3	4	5	0
ဤဒေသမှာမြေလျှင်သွားခြင်းနှင့်တောင်တက်ခြင်းများကိုကြိုက်နှစ်သက်ပါသည်။ ¹²	1	2	3	4	5	0
ခရီးသွားလုပ်ငန်းသည် ဤဒေသ ဖွံ့ဖြိုးတိုးတက် ရန်အထောက်အကူပြုပါသည်။ ¹³	1	2	3	4	5	0
ဒီဒေသကိုလာလည်ရန်သူငယ်ချင်းကိုတိုက်တွန်းပါမည်။ ¹⁴	1	2	3	4	5	0

13. ဤဒေသရှိသင်နှစ်သက်သောအရာနှစ်ခုကိုဖော်ပြပါ။

1. _____
2. _____

14. ဤဒေသရှိသင်မနှစ်သက်သောအရာနှစ်ခုကိုဖော်ပြပါ။

1. _____
2. _____

15. အောက်ဖော်ပြပါအချက်များကို နှစ်သက်သည် မနှစ်သက်နိုင်သည်ကိုရွေးချယ်ပေးပါ။ (စက်ဝိုင်းဝ= အလွန်နှစ်သက်သည်၊ ၂= နှစ်သက်သည်၊ ၃= နှစ်သက်သည်မနှစ်သက်ပါ၊ ၄= မနှစ်သက်ပါ၊ ၅= လုံးဝမနှစ်သက်ပါ၊ ၀= မသိပါ)

	😊		😐		☹️	DK
လမ်းများ ¹	1	2	3	4	5	0
ဆောက်လုပ်ရေးလုပ်ငန်းများ (ဟိုတယ်၊ တည်းခိုခန်း အသစ်များ) ²	1	2	3	4	5	0
ဆက်သွယ်ရေးနှင့်အင်တာနက် ³	1	2	3	4	5	0
မီးရထား ⁴	1	2	3	4	5	0
အပူခွက်သရိုက်နှင့်စွန့်ပစ်ပစ္စည်းထိန်းသိမ်းမှု ⁵	1	2	3	4	5	0
ခရီးသွားဆိုင်ရာ သတင်းအချက်အလက်ရရှိနိုင်မှု ⁶	1	2	3	4	5	0
တောင်တက်လမ်းများ ⁷	1	2	3	4	5	0
ခရီးသွားလုပ်ငန်းဆိုင်ရာ လုပ်ငန်းမှ အစီအစဉ်များ ရရှိနိုင်မှု ⁸	1	2	3	4	5	0
ဒေသခံလူမျိုးများရဲလက်မှုပညာပစ္စည်းများနဲ့အထည်အလိပ်များမှာဝယ်ယူရရှိနိုင်မှု ⁹						

16a. ဒီဒေသတွင် သင်ဆောင်ရွက်လိုပြီး ဆောင်ရွက်ခွင့်မရသောအရာတစ်ခုခု ရှိပါသလား?
 ရှိသည်¹ မရှိပါ²

16b. မဟုတ်လျှင်ပေးခွန်းနံပါတ် 17a ကိုဖြေပါ။ မဟုတ်လျှင်သင်မည်သည့်အရာကိုလုပ်ချင်ပါလဲဆိုတာကိုပြောပြပေးပါ။

17a. ဤဒေသတွင်မရှိနိုင်သောအရာတစ်ခုခုကိုသင်ဝယ်ချင်ပါသလား။

ရှိပါသည်¹

မရှိပါ²

17b. မဟုတ်လျှင်မေးခွန်းနံပါတ် 18 ကိုဖြေပါ။ မဟုတ်လျှင်သင်မည်သည့်အရာကိုဝယ်ချင်ပါလဲဆိုတာကိုပြောပြပေးပါ။

18. ဤဒေသတွင်သင်၏နေစဉ်ပျမ်းမျှသုံးငွေမည်မျှရှိပါသနည်း? ဒေါ်လာ၊ ကျပ် _____

19. သင်၏အသက်တယ်လောက်ရှိပါသလဲ?

၂၅ နှစ်အောက်¹

၂၅-၃၄ နှစ်²

၃၅-၄၄ နှစ်³

၄၅-၅၄ နှစ်⁴

၅၅-၆၄ နှစ်⁵

၆၅ နှစ် နှင့်အထက်⁶

20. ယောက်ျား¹

မိန်းမ²

21. အလုပ်အကိုင် _____

22. လောလောဆယ်မည်သည့်တိုင်းပြည်မှာနေပါသလဲ? _____

23. ဘာလူမျိုးလဲ? _____

24. သင်၏ အမြင့်ဆုံး ပညာအရည်အချင်းမှာ..

မူလတန်း¹

အလယ်တန်း²

အထက်တန်း³

ကောလိပ်⁴

ဘွဲ့ရ⁵

ဘွဲ့လွန်⁶

အခြား⁷ _____

မေးခွန်းများကိုအချိန်ယူပြီးဖြေကြားပေးတဲ့အတွက်လျှောက်လှိုက်လှိုက်လှဲလှဲကျေးဇူးတင်ရှိပါသည်။

